SEPTEMBER 9, 1946

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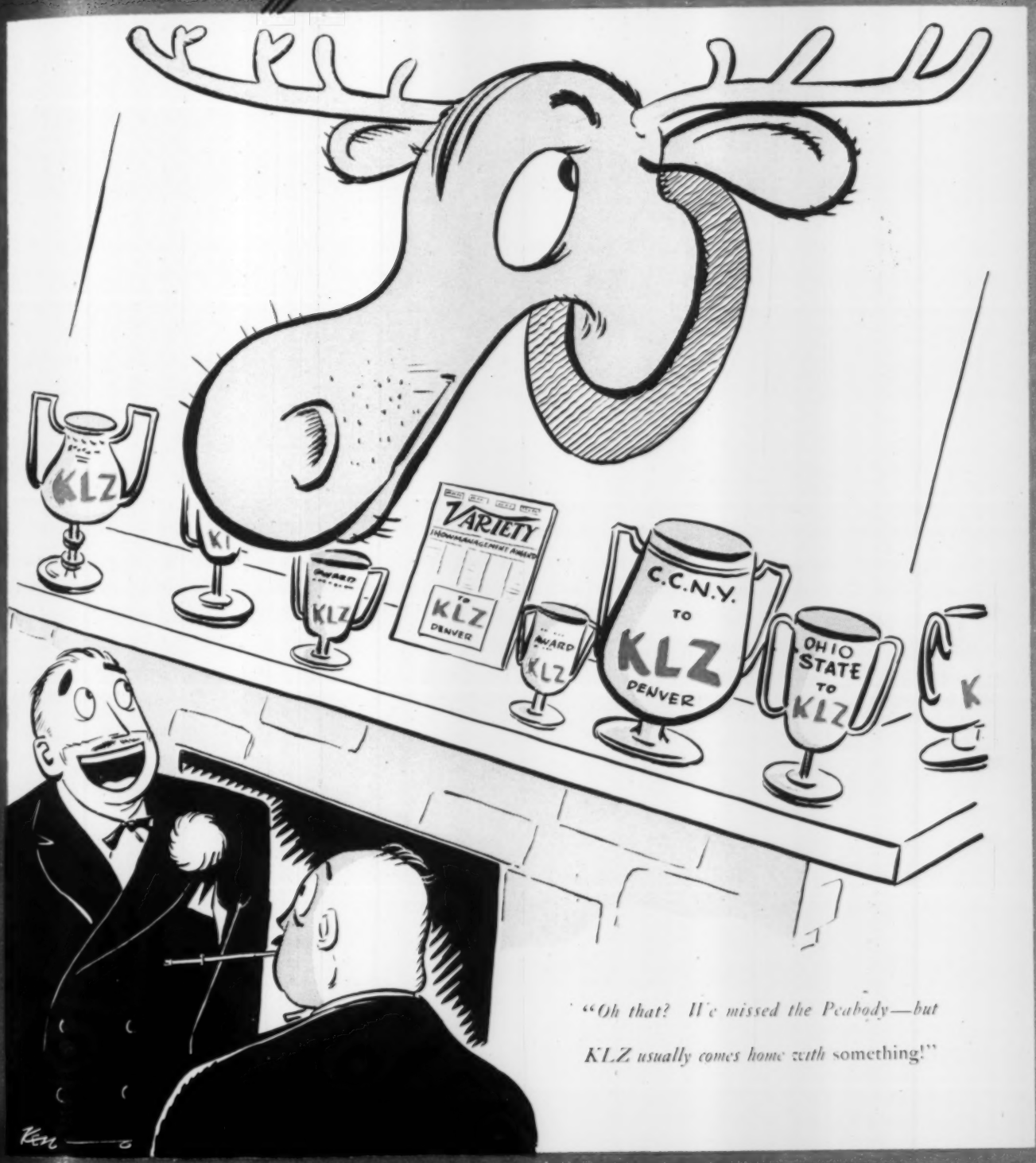
BROADCASTING

The Weekly Newsmagazine of Radio TELECASTING



"Oh that? We missed the Peabody—but KLZ usually comes home with something!"

Here's what "Big Time" buyers say about WCOP's new power

GILLETTE SAFETY RAZOR COMPANY
BOSTON.U.S.A.

July 5, 1946

Harry D. Goodwin, Promotion Manager
Station WCOP
Copley Plaza Hotel
Boston, Mass.

Dear Mr. Goodwin:-

It certainly was good to have WCOP increase its power to 5000 watts. As the key ABC station in this area, broadcasting our regular Friday night boxing bouts and other sports events it gives us coverage in important metropolitan markets that we were not reaching previously.

More and more power to WCOP.

Cordially yours,

J. J. Lambert

J. J. Lambert
Asst. Advertising Manager

JJL/w

With ten times more power than formerly, WCOP's new 5000-watt signal carries an advertiser's message to every corner of the Greater Boston area — a market of 3,000,000 people. Right along with it goes WCOP's intensive merchandising service. That's why WCOP adds up to the shrewdest buy in Boston for your advertising dollar!

WCOP Boston

A **Cowles** Station
Exclusive American Broadcasting Company Outlet in Boston

As you were

These are familiar words to a lot of ex-soldiers, and their wish to get back—as they were—has pushed retail clothing sales in the Nashville area to a new high . . . Even before the war, sales amounted to almost 15 million dollars annually . . . This is just a sample of the strong retail market that is effectively covered by WSIX. So, whether yours is a new product, or a long-established one try the buying power of our great audience. Your answer to sales success in Nashville is WSIX.

. . . WSIX gives you all three: Market, Coverage, Economy

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN and MUTUAL

5,000 WATTS

980 KILOCYCLES

Represented Nationally By

THE KATZ AGENCY, Inc.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

SEVERAL COURSES open to FCC on application for involuntary transfer of KOB Albuquerque back to Board of Regents of New Mexico College of Agriculture and Mechanic Arts [BROADCASTING, Sept. 2], but early positive action considered unlikely. One reason: Litigation involved, and FCC doesn't like to act in such cases until litigation settled. Since transferor's portion of application unsigned, Commission could return it as incomplete. But there is precedent for outright dismissal extending at least as far back as 1939 when FCC dismissed voluntary transfer application because transferor had not signed, even though it contained sales contract.

HOPE held by some network sources that NBC, CBS and others may get together to present united front in their opposition to present wording of FCC's proposed liberalization of rule requiring identification of recordings. Most big broadcasters want name talent identified, claim NAB's endorsement of present proposal came after failure to agree on suitable substitute. Although deadline for briefs has passed, date not yet set for oral hearings [BROADCASTING, Sept. 2]. (For AFRA viewpoint see story, page 83.)

AROUSED group of NBC affiliates blocked plan of network sponsor to charge dealers for privilege of getting a local tie-in announcement during program. Understood sponsor planned to assess dealers a sum far in excess of affiliates' own rate card charge for these cut-ins. Affiliates recalled past complaints by local stores based on alleged deception by national sponsor in making them believe they would participate in network cooperative whereas they merely got one cut-in announcement during half-hour program.

BELEAGUERED radio manufacturing industry up against it again. Strikebound Monsanto and Bakelite plants, which supply bulk of plastic for tube bases, have slowed down set production to pre-reconversion walk. Tube inventories, with two to seven day supply, may dry up and blow away anytime, according to informed trade sources. Production in June and July eclipsed prewar record at nearly 1,400,000 sets per month.

SEQUEL TO CBS vice presidential appointments (see page 14) is strengthening of network's strategy planning board at New York headquarters. Moving into offices next door to President Frank Stanton are Joseph H. Ream, senior vice president and secretary, and Frank K. White, vice president and treasurer. Three worked closely together as wartime vice presidents under Paul Kesten.

SOMETHING new will be added to Mutual special events. With recent resignation of Tom Slater, who has joined Ruthrauff & Ryan as account executive, A. A. Schechter, MBS vice

(*Continued on page 85*)

Upcoming

Sept. 9-10: NAB Small Market Stations Executive Committee, Hotel Statler, Washington.

Sept. 9, 16, 23: BMB Pre-Publication Clinic, WGN Chicago.

Sept. 11: Brand Research Foundation, regional meeting, San Francisco.

Sept. 19-22: Affiliated Advertising Network annual meeting, Salt Lake City.

Sept. 23: NAB Employe-Employer Relations Committee, Statler Hotel, Washington.

(Other upcomings on page 48.)

Bulletins

WBAX Wilkes-Barre asked FCC Friday for switch from 1240 to 590 kc and power increase from 250 w to 1 kw, directionalized, fulltime.

LICENSE renewals granted WWDC Washington and KGKB Tyler, Tex., by FCC Friday. WWDC, on temporary license since Oct. 1, 1945, given renewal ending Feb. 1, 1948; KGKB, on temporary since Dec. 1, 1945, renewed to Aug. 1, 1948.

FORD PRO GRID TELECASTS

FORD MOTOR Co., Dearborn, Mich., reported negotiating to sponsor telecasts of New York Yankee pro football games this fall on WCBW New York, CBS station. Mel Allen, sportscaster, will do play-by-play of Columbia U. football games which Ford is sponsoring on CBS video station beginning Sept. 28. Agency, J. Walter Thompson Co., N. Y.

Business Briefly

OLD GOLD FOOTBALL ● P. Lorillard Co., New York (Old Gold cigarettes), beginning Sept. 30 for football season sponsor broadcasts of New York Giants professional games on WHN N. Y., Sunday afternoons. Red Barber and Connie Desmond do play-by-play descriptions. Agency for Old Gold, Lennen Mitchell, N. Y.

CAMELS ON CBS ● R. J. Reynolds Co., Winston-Salem, N. C. (Camel cigarettes), bought 7:30-8 p.m. Saturday night on CBS, starting Oct. 12, sponsoring Vaughn Monroe 52 weeks (Monroe summer replacement for Abbott & Costello). Agency, William Esty & Co., N.Y.

SPECTOR FOR STAZE ● Staze Inc., New York (Staze denture adhesive and Okaze, denture cleanser) appointed Raymond Spector Inc., N. Y., to handle advertising; includes radio.

HAT SPONSOR ● Lee Hat Co., Danbury Conn., Sept. 8 started weekly transcribed repeat of ABC's *Drew Pearson* on KFWB Hollywood. Agency, William H. Weintraub & Co. N.Y.

MORE RADIO PLANNED ● H. C. Bohack Co., Brooklyn and Long Island chain stores appointed Mihic & Smallen, N. Y., to handle advertising, effective Oct. 1. Firm currently using participations on Mary Margaret McBride show, WEAF New York and sponsors quarter hour on WGBB Freeport, L. I. Company plans to expand radio in near future.

RCA board Friday declared 87½ cents per share dividend on $3.50 cumulative first preferred stock, July 1-Sept. 30 period, payable Oct. 1 to stockholders of record Sept. 16.

FCC Proposes New Radio Employe Report

CALLING for information on employes' scheduled and overtime hours as well as their pay, proposed revised form of Schedule 13 of annual financial report of networks and licensees (FCC Form 324) revealed by FCC Friday.

Revision, first in about eight years, designed to get more specific and meaningful data which will provide statistics of use to FCC and other agencies such as Labor Dept. and its Bureau of Labor Statistics, authorities explained.

Recognizing differences between operation of networks and key stations as compared with other stations, proposed Schedule 13 composed of three parts instead of one.

Proposed Schedule 13-A would be filed by all broadcast stations and networks; covers all but non-supervisory program employes. Schedule 13-B, for all but network key stations, calls for data on non-supervisory program employes and is divided into two sections, one covering staff program employes and one covering free-lance program employes. Schedule 13-C similar to 13-B but would be filled out by network and key stations only.

Copies of proposed revision sent to NAB and licensees. FCC scheduled informal conference Sept. 20 "pursuant to requests by interested persons for opportunity to present comments." Dallas W. Smythe, FCC assistant chief accountant in charge of economics and statistics, slated to conduct conference in Room 2232, New Post Office Bldg., Washington, at 10 a.m. Interested persons invited.

Besides getting data on number, hours and compensation of employes, revised form provides more specific occupational classifications.

Forms ask for total number of weekly hours scheduled for each class of employes, total compensation for those hours, and similar data on unscheduled overtime hours and overtime pay.

As in present Schedule 13, data is for one specific week (week ending Oct. 12) and includes usual questions as to number of employes in each class and number in various pay brackets.

a fair wind

adds to the speed of the boat and the pleasures of sailing. But in fair winds or foul, good times and bad, Weed and Company's large staff of experienced representatives consistently achieves maximum results.

WEED AND COMPANY

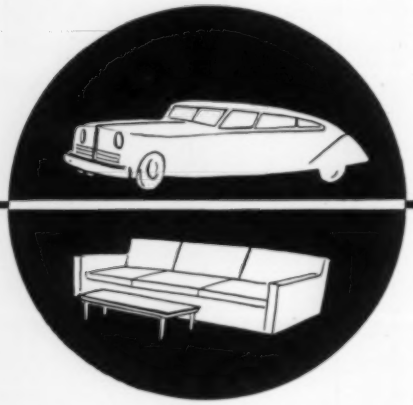
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD

Fulton Lewis, jr.

sells autos and furniture

IN D. C.,



In Washington — over WOL — Fulton Lewis, jr. sells autos *and* furniture. He sells oil in Tulsa, real estate in Tucson, and hundreds of various products and services for national and local advertisers over more than 190 stations. Fulton Lewis, jr. *sells* because his loyal listeners have the $$ to buy what they want when they want it.

AND HE'LL SELL YOUR PRODUCT, TOO!

Fulton Lewis, jr. is available for local sponsorship in a few choice markets. Wire, phone, or write for complete information about his topnotch program.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING and TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

FCC May Seek Larger Budget 13
Petrillo Strike Threatens Remotes 13
Gammons, Meighan Named CBS VPs 14
Eight Programs on One Signal Demonstrated 15
Microwave Opens New Channels 15
Whan Studies Released for Okla., Kan. 16
NAB Meet to Air Licensing Policy 17
USES to Place Licensed Operators 17
Revised Rules to Bring Changes 18
Special Music Scale Seen for Crosby 18
Service, Regulation on NAB Agenda 20
Proposed FM Allocations Revised 22
Canada's New Radio Act Opposed 28
PAC Seeking Free Time 30
S. A. Front Planned for Mexico City 32
Newspaper Drop Traced to Radio Research 34
Operator Proposal Draws Ire, Support 36
FM Fidelity Characteristic Discussed 40
Liberty Seeking to Expand Holdings 54
Five AM, 10 FM Grants Made 80

DEPARTMENTS

Agencies 50
Allied Arts 54
Editorial 46
FCC Actions 60
Management 48
News 56
Our Respects to 46
Production 52
Programs 68
Promotion 64
Sponsors 58
Technical 56
Upcoming 48

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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250 Park Ave. *PL*aza 5-8355
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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

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360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0778
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE $5.00 PER YEAR, 15¢ PER

Philadelphia's Blue Book of Fine Music

● The WFIL-FM program booklet contains detailed listings of the fine music and public interest features which characterize Philadelphia's First Commercial FM Station.

It is mailed to paid subscribers and to listeners on request. It is also distributed by major radio dealers to their customers and prospective customers.

This booklet is part of a program of planned promotion which is spreading the gospel of FM. It is an extension to WFIL-FM of the same planned promotion which has so long been the hall mark of WFIL.

A copy of the program booklet will be sent upon request.

WFIL-FM

45.3 and 99.9 MEGACYCLES

Philadelphia's *First* Commercial FM Station

TWINS...

The Station Tested 9A

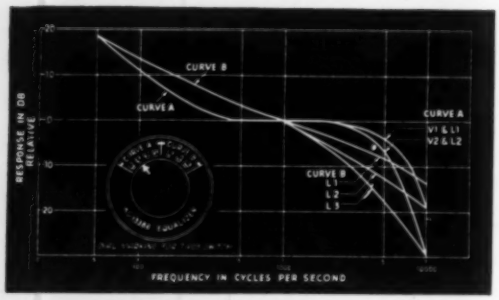
For faithful reproduction of both vertical and lateral transcriptions. Its diamond stylus tip has a 2 mil radius and is especially good for use with narrow groove, vertical cut discs. Proved by years of service in stations everywhere.

NEW!

The NEW 9B

For faithful reproduction of both lateral and vertical recordings. Its sapphire stylus tip has a 2½ mil radius and is especially good for use with wider groove, lateral cut records.

but not identical



As indicated on the chart above, the equalizer has two basic reproducing curves, Curve A and Curve B.

CURVE A is the conjugate of the frequency response curve in general use in recording vertical transcriptions and some lateral transcriptions.

CURVE B is the conjugate of the frequency response curve in general use in recording lateral transcriptions (N.A.B. standard & Orthocoustic) and phonograph records.

Seven switch positions facilitate selection of:
Vertical or Lateral Reproduction
Curve A or Curve B Characteristic
Uniform response or rolled off high frequency

Switch Position		*Recording Type*	*Frequency Response (Input to Recording Equalizer to Output of Reproducer Group)*
Curve A	V1	Vertical	Uniform 50 to 10,000 cycles
	V2	Vertical	Uniform 50 to 2,500 with roll off to 15 db down at 10,000
	L1	Lateral	Uniform 50 to 10,000 cycles
	L2	Lateral	Uniform 50 to 2,500 with roll off to 15 db down at 10,000
Curve B	L1	Lateral	Uniform 50 to 10,000 cycles
	L2	Lateral	Uniform 50 to 1,000 with roll off to 5 db down at 10,000
	L3	Lateral	Uniform 50 to 1,000 with roll off to 17 db down at 10,000

Differing only in the material and radius of the stylus tip, both the 9A and the 9B Reproducers are of the moving coil type designed to suppress lateral modulation when playing vertical—or vertical modulation when playing lateral—thus insuring maximum elimination of record noise.

In addition to the new KS-13386 equalizer, which provides a choice of modern equalizer curves, the Western Electric 109 Type Reproducer Groups now offer broadcasters a choice of the well known 9A Reproducer in the 109AA Reproducer Group or the new 9B Reproducer in the 109B Reproducer Group.

Whether your programs are predominantly transcriptions or phonograph records, vertical or lateral, one of the 9 Type Reproducers and 10[illegible] Type Reproducer Groups will best fill your needs. For complete details, see your Graybar Broadcast Equipment Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric

— QUALITY COUNTS —

ANNOUNCING

A LUSTY NEWCOMER IN HONOLULU

RADIO STATION KPOA

"Radio Hawaii"—KPOA—on the air September 15, offers new sales power to advertisers and new enjoyment to listeners in Hawaii—a major market with population of over half a million.[1]

KPOA sits solidly in this Hawaiian market—a market as American as hot dogs and baseball and as near to you as your telephone. Hawaii is an American market buying American cigarettes and cosmetics, drugs and gasoline and automobiles. It is a major market with retail sales totalling $427,000,000[2]—bigger than that of Pittsburgh, Cleveland, Seattle or San Francisco[3]—all major markets, too.

Hawaii wants *your* products. Department of Commerce statistics show that in 1940 Hawaii was fifth biggest buyer of mainland products—fifth only to the world's largest nations. Since 1940, population has increased; tourist trade now is expected bigger than ever; Army and Navy installations will remain stronger now than before the war.

The best time is available *today*. Take advantage of present availabilities. Build a valuable franchise in this major American market. Call or wire your nearest Petry office.

A MAJOR Market Now
and still growing!

Civilian Population:	502,122
Retail Sales: (Based on 1945 Sales Tax Collections)	$427,387,316
Per family effective buying income:	$6,043
(U. S. National Average: (Sales Management)	$4,061)

[1] *Territorial Board of Health Estimates, July 1, 1945.* [2] *Based on 1945 Sales Tax Collections.* [3] *NAB Radio Market Data Handbook, 1942.*

San Francisco Studios
FAIRMONT HOTEL
GArfield 8300

KPOA
RADIO HAWAII
5000 WATTS
HONOLULU
630 K C

Represented By
EDWARD PETRY & CO., INC.

HENRY C. PUTNAM, General Manager

KFOR

In Nebraska's second market, only one radio station makes it a policy to serve that market alone. That's KFOR. People in the Lincoln area know that KFOR is constantly on the job serving them with well-produced local programs that appeal *directly* to them. They know that KFOR keeps them well informed with intelligent news broadcasts and far more special features in the public interest than any other station.

So listeners in the Lincoln area keep their dials set at 1240, KFOR, the station that serves them best. You can sell this loyal audience at very low cost. Contact KFOR or Edward Petry for availabilities in spots and local shows that can do the job for you competently and effectively.

Represented By
EDWARD PETRY CO., INC.

NEBRASKA'S 2nd MARKET
GORDON GRAY, Vice Pres. and General Manager
HARRY PECK, Station Manager
BASIC ABC-1240 KC
LOCAL CHANNEL

Feature of Week

WM. HENGERER Co., Buffalo department store, has completed its second year of broadcasting *Early Date*, which it calls "the most succesful and most expensive single radio program of any department store in the United States."

The 9:15-9:45 a. m. audience participation show, heard over WBEN Buffalo, has a Hooperrating of 12.4, highest daytime score in Buffalo. Originated by the store's advertising manager, Julian Trivers, the program is produced in the store's tea room, where an audience of 150 attend daily and are served breakfast after the broadcast. The tea room is booked three weeks in advance.

The show includes contests, gags, quizzes and prizes. Its format differs each day because much of the show is ad libbed, but its four principals maintain the same flavor. They are: Clint Buehlman, announcer and gag man; Esther Huff, official hostess who does commercials and participates in gags; Norman Gray, pianist, and Wally Nehrling.

Commercials are both institutional and merchandising with a particular merchandise theme usually dominating an entire week. Opening of the store's college shop held the spotlight for a solid week. Three commercials a day, 15 a week are used.

Many charitable, fraternal and civic groups in Buffalo approach the store for interview time on *Early Date*. Woven into the show, their messages come as informal appeals and results are reported excellent.

Hengerer's believes in concentrated promotional effort. That is why it puts everything into its own program instead of using scattered announcements on different stations. "It is our opinion," said Mr. Trivers, "that a radio presentation in a department store must compete on an even basis with the best the networks can offer. People living in Buffalo or any other city will tune in only what they consider superior listening."

Breakfast Club, which competes with *Early Date*, has a Hooperrating of 9 throughout the country, but drops to 3.5 in Buffalo.

POW Commercial

PERHAPS in the delusion that the jingle was a Broadway hit, a gang of German prisoners of war used to while away the hours chanting "Super-suds, Super-suds. . . . Lots more suds from Super-suds." So reports Dick Shepard, advertising salesman at WKXL Concord, N. H., who was stationed at a POW camp. They did mighty well on the melody, but weren't too sharp on the words, he said.

Sellers of Sales

FOUND: One of the youngest time buyers in an advertising agency. Youngest from the point of service as well as age, Mary Veronica King ably handles time buying for Kudner Agency, New York.

Born Oct. 26, 1921, in New York City, she moved at the tender age of 2 with her parents to Elizabeth, New Jersey, and has lived there ever since.

She attended parochial schools and has taken a number of graduate courses at Fordham U. under the private tutoring of Father R. J. Gannon.

Her first job was in the accounting department as a newspaper checker of the Kudner Agency in 1940. Six months later she was appointed to take charge of radio and magazine billing for the agency, and a few months later was appointed radio and magazine billing head. On June 1, 1946, she was named time buyer.

Her first assignment as time buyer was the Crowell Collier's campaign for *Collier's* magazine, which currently uses 69 stations in 14 markets. The account expects to expand its schedule soon. It currently spends about $10,000 per week on radio billing.

Swimming during the summer, reading in her spare time, and going to the legitimate theatre are just a few of Miss King's outside interests. Musical - comedies are her favorite, although she has seen practically everything now on Broadway.

MARY

She is also the past president of her community's Parsa Sodality and is active in the Catholic Youth Movement. She takes part in its debates on topics of the day as well as charity work and helping the various European clothing drives.

Miss King also plays the piano. She says that to her own amazement "and everyone's horror" she plays classical music only.

She lives at home with her parents and brother.

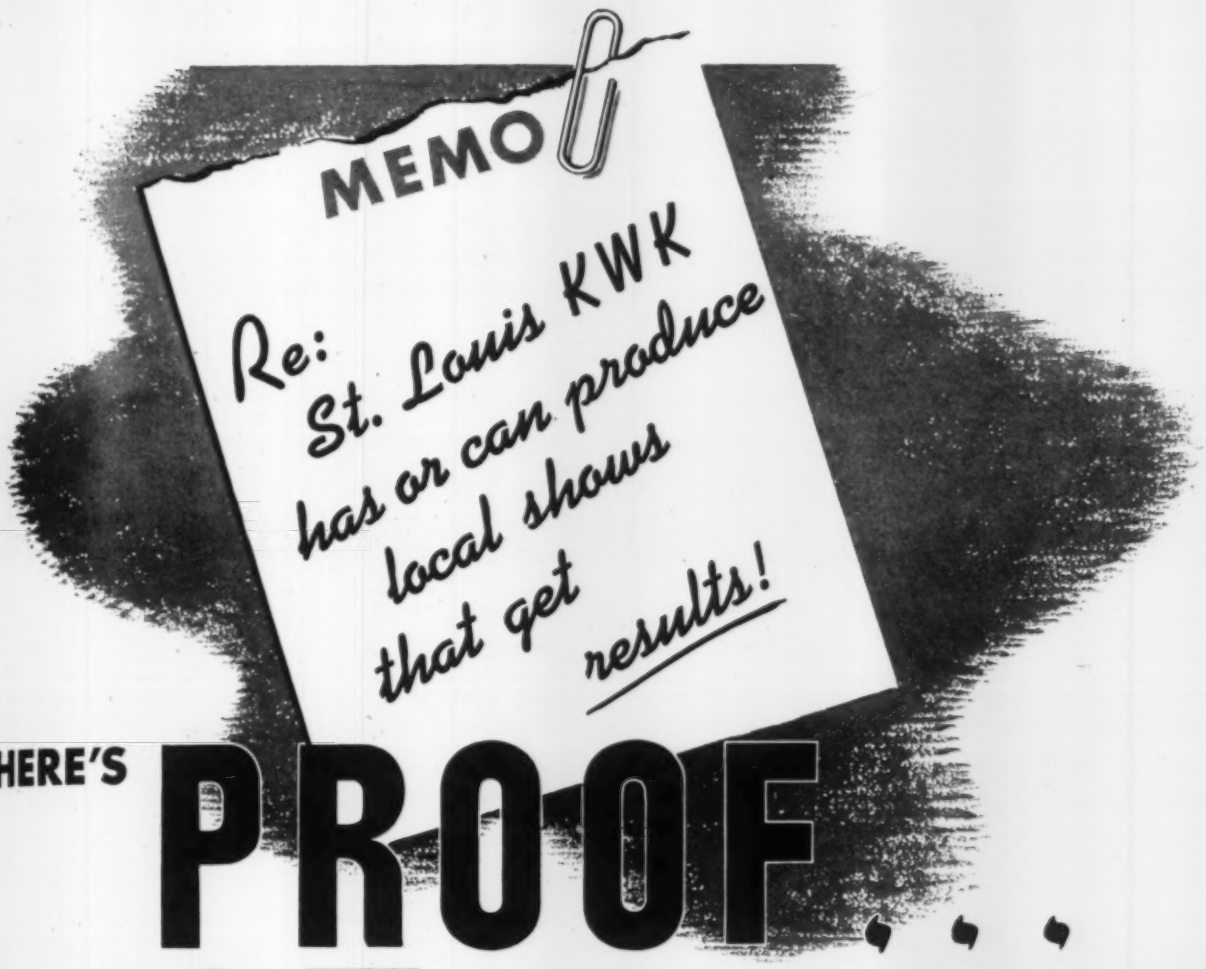
your advertising dollars are PROFITABLY spent on...

WDEL
WILMINGTON, DEL.

Located in one of the fastest growing cities in the east. Covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS
Day and Night
NBC
Basic Network

Represented by
RADIO ADVERTISING COMPANY



HERE'S **PROOF . . .**

35 LOCALLY PRODUCED QUARTER-HOURS DAILY, MONDAY THROUGH FRIDAY, BETWEEN 8:00 A. M. AND 7:00 P. M.

★ MONDAY THROUGH FRIDAY AVERAGE HOOPER **4.87**

Saturday Average Hooper on Locally Produced Shows **5.74**

For St. Louis' Outstanding Local Radio Personalities and Locally Produced Shows, it's

KWK

HOTEL CHASE
ST. LOUIS

★ WINTER-SPRING 1945-46 HOOPER RATING

PAUL H. RAYMER CO., Representative

A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!

● As you doubtless remember from personal experience, the true measure of a bee is the effort and determination he puts into his work!

Same way with us here at F&P. In our determination to do the best job in our field, we sincerely believe that our F&P Colonels travel more miles, make more personal calls, conduct more research, devote *more effort* to our business than any other organization in the book.

The result is *more* results, yes,—and also *better* results for everybody concerned. Want a sample?

WRITE for your copy of this important analysis, comparing the cost of spot broadcasting, magazines, newspapers, and network radio.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | DETROIT: 645 Griswold St. Cadillac 1880 | SAN FRANCISCO: 58 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 31, NO. 10 WASHINGTON, D. C., SEPTEMBER 9, 1946 $5.00 A YEAR—15c A COPY

FCC Expected to Seek Larger Budget

Backlog Piles Up As Reduction Is Ordered

By RUFUS CRATER

MORE FUNDS for 1947 to permit employment of more personnel was seen in industry and semi-official quarters last week as the only solution for FCC in its still-losing battle to catch up on broadcast applications.

While FCC sources have not commented, the approach of the Sept. 15 deadline for submitting budget requests to the Budget Bureau brought speculation that the Commission, which during the current year is operating with an appropriation of $5,560,000, probably would ask for around $7,000,000 for the fiscal year starting July 1, 1947.

Expansion Needed

It is conceded in broadcasting circles that there is little hope of "catching up" on pending and still-coming applications unless the Commission is permitted not just to retain but to expand its present strength. More space is needed, too.

Despite a record turn-out of actions on all types of broadcast matters since the wartime freeze policy was lifted last October, the steady flow of applications continues to pile up a bigger and bigger backlog awaiting Commission action.

Last Oct. 8 the Commission was faced with 1,148 applications for new stations—standard, FM, and television. There have been more than 800 grants for new stations since that time. Even so, the number of new-station applications today stands at approximately 1,300, although in recent weeks FCC has managed to get out decisions at about the same or perhaps a slightly better rate than that at which new requests were filed.

These figures do not include applications for changes in facilities, transfers and assignments, renewals, experimental operations, common carrier matters, and assorted others that come before the Commission.

If FCC is still losing ground in its fight to clear up the backlog, informed observers ask, then how can there be hope for improvement next year—or the year after, if the pace of filings continues at the expected rate—without material increases in funds and personnel to handle the increased work load?

Chances of any consequential drop-off in the rate of filings are considered slim almost to the point of being nonexistent. Applications for new AM stations have come in unexpectedly large numbers, but they continue to come. No let-up has been seen in FM applications, nor is any expected. Rather, development of FM is expected to bring increasing numbers of applications to get into the new field.

Only in television, among new broadcast applications, has there been any substantial lessening of the tempo. Scores of applicants have dropped out voluntarily, due largely to the cost and to the controversy over black-and-white and color. At present there are nearly 50 video applications before the FCC, and 28 construction permits have been issued to others.

Several possibilities loom to indicate greater activity at the Commission during the coming year, aside from the evident present interest in broadcasting. One is the prospect of opening up the 540 frequency and the flurry of applications which would follow such a development. Another is the possibility of a breakdown of at least some of the clear channels, which would bring another flurry.

FCC Unaffected

Personnel reductions recently ordered by the Budget Bureau among various U. S. agencies are not expected to affect FCC materially. In view of last week's Budget Bureau edict, which called for a lopping-off of a total of 159,786 workers by a number of agencies by Nov. 16, it was understood the Commission might lose "a few." But FCC's personnel is already somewhat under the authorized ceiling, primarily in the number of field employes, and it was thought this shortage would more than make up for the number which might be "lost" as a result of the Budget Bureau's order.

The Commission at present has an estimated 1,200 to 1,300 employes in all its divisions, with some 800 of these employed in Washington.

It was pointed out that besides more personnel, the Commission needs relief from the overcrowded conditions in its Washington headquarters. Files overflow into hallways in many instances, for example. Some members of the law department have "offices" in the library, and in some cases it is necessary for two persons to do their work at a "one-man" desk.

303 Authorized

The score on new station grants shows 303 AM stations authorized this year. In FM there have been 519 conditional grants of which approximately 236 have been made regular construction permits. In television, 28 grants have been made.

Another three- or four-month hearing calendar this winter is considered an inevitable follow-up to the 250-case calendar drawn up late last month covering the period from Sept. 4 to Nov. 26 [BROADCASTING, Aug. 22, 26].

Petrillo Strike Threatens Remotes

New York Hotel Tie-Up Spreads to Other Chain Cities

RADIO FACED the possibility of being deprived of remote music from hotels and night clubs, as BROADCASTING went to press, unless the New York-night club strike called by Local 802, American Federation of Musicians, was settled.

James Caesar Petrillo, AFM president, said in New York Wednesday that the strike was "a local situation, and I am taking no part in negotiations." But by Thursday it had spread to Washington and Chicago and threatened other cities where hotels are operated by the same corporations which operate New York hotels and night spots where the AFM had struck.

Returns to Chicago

Mr. Petrillo returned to his Chicago headquarters after his New York trip. He was quoted in published dispatches as saying the strike would be "settled in a few days." He couldn't "understand the attitude of the hotel owners in holding out," he said, and added that the musicians were entitled to a raise, that while he was taking no part in the negotiations, the AFM would support Local 802.

So far radio has been little affected by the strike. In New York the four major networks said there was virtually no interference with schedules. In a few instances remotes originally scheduled from New York hotels or night clubs were replaced with feeds from affiliates in other cities.

CBS officials said the strike had given that network "practically no interference" with programming.

MBS reported there are "still more than enough sources of music," although Mutual was deprived for the first time in years of Ralph Ginsberg's chamber music from the Palmer House in Chicago.

ABC reported it had no remotes scheduled from New York hotels that were affected by the strike.

NBC officials reported no difficulties in filling schedules.

CBS, through WBBM Chicago, had scheduled a pickup from the Stevens Hotel but when the Chicago Federation of Musicians, of which Mr. Petrillo also is president, ordered its members out of the Stevens, Palmer House and Blackstone, CBS switched the pickup to another hotel.

Networks said they anticipated the New York strike and scheduled remotes from other cities. Should the strike become nationwide, however, it would seriously affect late night schedules which are almost entirely dependent on name bands from various night spots throughout the country.

West Coast Not Affected

West Coast network operations had not been affected. Top officials pointed out that the four-hour differences in time between PST and EDST make eastern band remotes useless to programming needs on the West Coast. Consequently there have been no remotes originating in the East which had to be replaced. The strike had not reached the West Coast.

In Chicago, remotes by Ted Straeter's orchestra, playing in the Empire Room of the Palmer House, and the Ginsberg ensemble from the Victorian Room of the same hotel were cancelled on WGN-Mutual when Petrillo ordered the musicians out. Clyde McCoy's or-

(Continued on page 83)

Despite OPA Troubles Porter is Still on Job

PRICE ADMINISTRATOR Paul A. Porter, who has been having his troubles with decontrol and other phases of the new OPA Act, has not yet asked to be relieved of the job, President Truman said Thursday.

The president added that he did not think Mr. Porter will make such a request. BROADCASTING, Sept. 2, said that Mr. Porter is expected to return to the FCC chairmanship by Jan. 1. Acting Chairman Charles R. Denny Jr. would revert to a commissionership.

Husing Contract

TED HUSING, former CBS director of sports, has signed a five-year contract with WHN New York calling for his services as a platter turner on a series of daily programs beginning Oct. 28 to be heard from 10 a. m.-12 noon and 5-6:30 p. m. Program will be known as *Ted Husing's Bandstand*. Contract is understood to call for a minimum salary of $260,000 for the five years. Mr. Husing also will share in program profits. At one time Mr. Husing was a WHN announcer and broadcast the Columbia U. football games on that station.

Time Firm Drops

ELECTRONIC TIME Inc., New York, has been granted dismissal without prejudice of application to build developmental AM station to broadcast time of day for reception by watch-size receivers. Action was taken by Commissioner Walker at Aug. 30 motions hearing. Applicant told FCC it was interested in more feasible plan for proposed experimental station operation. New system would use existing FM station. Original application set for hearing Sept. 9, based on broadcast of time on 25-30 mc band to watch-size receiving sets to be made by Belmont Radio Corp.

Ford Drops ABC

FORD MOTOR CO. will relinquish the time of its *Ford Festival of American Music* on ABC Sun. 8-9 p. m. effective Sept. 22. Advertiser will not renew the show on any other network. The show was handled by Kenyon & Eckhardt, New York. Ford Motor Co., however, will sponsor the *Dinah Shore Show* Wednesday nights on CBS through J. Walter Thompson Co., New York.

Cole Signs 55

COLE MILLING Co., Chester, Ill., will sponsor *Smilin' Ed McConnell* on 55 MBS southern stations, effective Sat. Oct. 5 10-10:15 a.m., to advertise its Omega flour. Contract was signed several months ago but was suspended because of Government wheat extraction regulations. Agency is J. Walter Thompson Co., Chicago.

Gammons, Meighan Elected To Vice Presidencies at CBS

Mr. GAMMONS

Mr. MEIGHAN

EARL H. GAMMONS, director of CBS Washington office, and Howard S. Meighan, CBS director of station administration in New York, last week were appointed vice presidents of the network.

In radio since 1924, Mr. Gammons has been with CBS for 15 years. Shortly after his return from service in World War I, Mr. Gammons joined the Washburn Crosby Co., which bought WLAG, now WCCO Minneapolis-St. Paul, and in 1933 was made general manager of the CBS affiliate. In July 1942, he was transfererd to Washington as director of the CBS office in the Nation's Capital. He will continue in that position. Mr. Gammons has served several times as director of the NAB.

Mr. Meighan has been identified with radio since 1928, when he joined the J. Walter Thompson Co. A year later he was transferred to the agency's radio department, leaving in 1930 to become vice president in charge of station relations for Scott Howe Bowen. In 1933 he joined J. Stirling Getchell Inc. as head of agency's radio department and a year later joined CBS as an account executive in Radio Sales, the network's spot broadcasting division. Five years later he was advanced to eastern sales manager of Radio Sales and in August 1945, was appointed director of station administration in which position he will continue.

Video Weather

BORDEN Co., New York (Reid's Ice Cream), will sponsor 60-second televised weather forecasts on WCBW New York (CBS) three times weekly, starting Sept. 15. Filmed animations of 60 weather situations will be used. Account placed through Doherty, Clifford & Shenfield, N. Y.

Drawn for BROADCASTING by Sid Hix

"They're setting up circuits for the UN Peace Conference in here."

WNOX 'Spots'

COMMERCIAL spot announcements for studio audience only is unique plan adopted by WNOX Knoxville, Tenn. When station found it necessary to give an extra performance of its regular *Tennessee Barn Dance* (aired Sat. 9 p. m.) at 7 p. m. for audience only to handle overflow crowds, idea caught on to make it like real show. A half-dozen non-broadcast commercial spots have been sold to local merchants, and the audiences like 'em.

Parker on CBS

PARKER PEN Co., New York, Oct. 2 starts *Information Please* 10:30-11 p. m. on CBS. The contract for the Dan Golenpaul package was placed through J. Walter Thompson Co., New York. The show was last heard June 18, 1945, on NBC under sponsorship of Socony-Vacuum Oil Co., New York, through Compton Adv., New York. The time 10:30-11 p. m., currently used by Nash-Kelvinator through Geyer, Cornell & Newell for its *Kurt Massey Show*, will be dropped. The pen company was reported to have contracted to pay Mr. Golenpaul $11,000 a week for the show.

Gillette Signs

GILLETTE SAFETY RAZOR Co., Boston, Sept. 18 will sponsor telecast of the heavyweight championship boxing bout between Joe Louis and Tami Mauriello on WNBT New York, NBC television station. Fight will be held at Yankee Stadum, Bronx, N. Y. Agency for Gillette is Maxon Inc., New York. Bout is also to be sponsored by Gillette on ABC [BROADCASTING, Sept. 2].

Launderall Plan

F. L. JACOBS Co., Detroit (Launderall, automatic home laundry unit), has announced a cooperative advertising plan to include radio and which is designed to "encourage and assist" Launderall dealers in conducting essential local advertising campaigns. Fund of advertising allowances, on per unit basis, of $2 from factory, $2 from distributor and $4 from dealer, would be spent for radio, newspaper, billboard and sign advertising.

Conti Renews

CONTI PRODUCTS Corp., Brooklyn, has renewed the Thurs. 6:30-7 p. m. time on Mutual starting Oct. 3 for 26 weeks. Advertiser currently is sponsoring *By Popular Demand* until mid-November, at which time it may sponsor *The Treasure Hour of Song* or retain the present Ed Wolff package. Decision will be made by the agency, Berminghan, Castleman & Pierce, New York.

Eight Programs Carried on Pulse Signal

Multiplex System Demonstrated By Federal

EIGHT individual programs were broadcast simultaneously over a single radio frequency (930 mc) last Thursday in a press demonstration of the Pulse Time Modulation method developed by Federal Telecommunication Labs., scientific research affiliate of International Telephone and Telegraph Co.

The broadcast, a preview of a demonstration to be given today to representatives of the FCC, the Army, the Navy and other Government agencies, was described by the company as "the world's first demonstration of multiplex broadcasting, of broadcasting by PTM, and of broadcasting by microwave."

Pulse time modulation is a type of radio transmission involving the sending of a series of short bursts, or pulses, each approximately one-half millionth of a second in duration. Unlike AM, which involves modulating the strength or amplitude of the wave, or FM, in which the rapidity of vibration, or frequency, is modulated, PTM waves do not change in amplitude or frequency, but achieve communication by varying the time interval between the pulses.

Programs 'Sampled'

Allowing for those variable time-lapses between pulses, the PTM transmitter sends out several hundred thousand pulses a second. In the eight-program transmission used in the demonstration, each program was "sampled" 24,000 times a second. Received on a push-button receiver permanently tuned to the signal frequency on which all are broadcast, the individual program selected by the listener is heard as uninterrupted sound, the listener's ear putting together the 24,000 individual pulses into a composite whole as smoothly as the viewer's eye combines the individual frames of a motion picture into continuous action.

To show the versatility of the system, the demonstration included pickups of a live voice news commentator, a rebroadcast of an AM program, a rebroadcast of an FM program, a Muzak transcription, a musical recording, teletype similar to that used by the news services, a Dow Jones news ticker and a *New York Times* telephoto and facsimile transmission.

The last three were, of course, reproduced visually on appropriate receivers. The telephoto demonstration included transmission of a picture of the group taken at the IT&T Bldg. in New York, where the transmissions originated and the demonstration tour began, to the Federal Laboratories at Nutley, N. J., where the group witnessed the reception of the various programs.

Designed as a means of freeing broadcasting from the program service limitations imposed by the lack of available frequencies in the lower parts of the radio spectrum where AM and FM broadcasting is now located, PTM operates in the ultra-high frequencies where more space is available. Since transmission at these frequencies is limited to the line-of-sight horizon from the transmitter site, PTM offers the further advantage of allowing all broadcast services in a community to come from a single transmitter, located at the best position in the community, probably the top of the tallest building.

The eight programs transmitted in the demonstration occupied approximately three megacycles, the IT&T engineers said, adding that from 12 to 16 programs could have been broadcast in the five-and-a-half-megacycle band employed in the transmission. With a wider band the number of programs that could be sent simultaneously from a single transmitter might number as high as 100, it was stated.

Also, since the facsimile and teletype transmissions require less band width than the 9,000 cycles allotted each audio band, it would be possible to transmit three facsimile programs and 50 teletype programs simultaneously, along with the other program services, without expanding the bands assigned them in the demonstration.

Reception was through a parabolic antenna at Nutley, directed at the New York transmitting antenna. With all broadcast programs originating from a single source, in general use of PTM, each home or apartment building would use a directional receiving antenna focused on the transmitter, affording the maximum quality of reception with a minimum of interference.

Any number of satellite receivers can be connected to the same antenna and radio frequency receiving equipment, it was explained, so that by pushing different buttons different programs can be received on the various sets in a home or apartment building. Produced in like quantities, PTM receivers

(Continued on page 84)

Microwave Opens Up Radio Channels

Multiple Transmissions In S-H-F Conducted By Raytheon

EXPERIMENTS in microwave transmission on 4,000 mc, conducted last Thursday by Raytheon Mfg. Co. and Radio Inventions Inc. proved the feasibility of multiple transmissions simultaneously on the same frequency, officials reported.

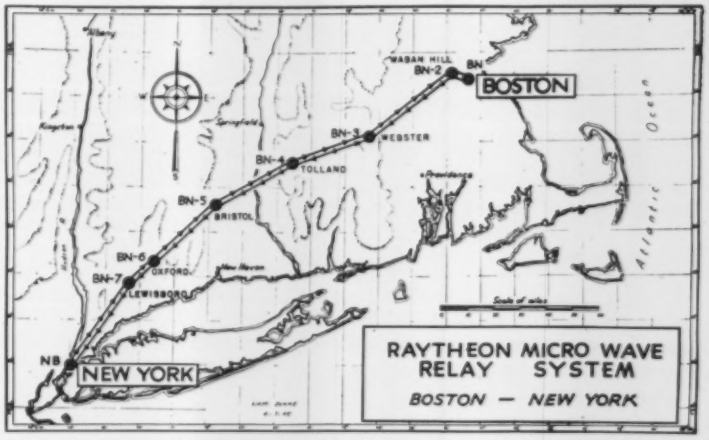
With terminal points on top of the Lincoln Bldg., in New York, and at Raytheon's Waltham, Mass., plant, automatic relay stations were located at Lewisboro, N. Y.; Oxford, Bristol and Tolland, Conn., and Webster and Waban Hill, Mass. Facsimile, voice and teletype messages were transmitted in the tests.

By using microwave relay in the super-high frequency spectrum, the available radio frequencies are multiplied many fold, according to Raytheon officials. FCC in June 1945 authorized the experiments after Raytheon presented a plan for a nationwide microwave relay network at general allocations hearings in 1944-45.

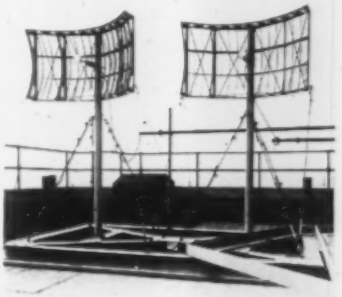
Reliable Service

J. Ernest Smith, manager of Raytheon's Microwave Communications Dept., predicted that microwave radio will provide reliable service day and night, since it is unaffected by sunspots and other vagaries peculiar to standard frequencies. "Through this medium it may be practical to serve communities not adequately provided with telephone, telegraph, radio, FM, FM facsimile or television coverage," he said.

John V. L. Hogan, president of Radio Inventions Inc., which developed the Hogan Faximile, declared that Thursday's demonstration was "only the beginning of a new era in record communication."



Map shows Raytheon experimental microwave relay system between New York-Boston.



Raytheon transmitting and receiving antennas at New York terminal.

He said that "with the 15-kc band which Raytheon's microwave system makes available, facsimile transmission with automatic synchronization at 2,000 words a minute becomes a realistic possibility."

During last week's demonstration Hogan Faximile, with test equipment manufactured at Radio Inventions laboratories, utilized a 4.8-kc band within the 15-kc Raytheon channel for transmission of facsimile text, maps and photographs from New York. These were received with clarity at Raytheon's Waltham terminal.

Facsimile was transmitted at the rate of 3 linear inches or 24 square inches per minute. Signals were transmitted over wire lines from Mr. Hogan's laboratory at 155 Perry St., New York, to the Lincoln Bldg., where they were used to modulate a microwave transmitter.

After the facsimile demonstration, a program from WOR New York was transmitted over the microwave circuit simultaneously with text from a teleprinter.

Mr. Smith said "microwave stations may be beamed on opposite paths and be operated on the same frequency while located in close geographic proximity."

Commercials Lead in Whan Studies

Oklahoma Adults Prefer Sponsored Network Broadcasts

NETWORK COMMERCIAL programs rank first among Oklahoma listeners over sustainers or local broadcasts, Dr. F. L. Whan, of the U. of Wichita, discovered in his annual study of listening habits for WKY Oklahoma City. Results of the survey, conducted in December 1945 and January 1946, were released last week by WKY.

Dr. Whan set out to determine which "educational" programs were preferred by Oklahomans. He asked the question: "What three educational programs do you like best?" Some 30% refused to answer but of the 60% who did, 50.2% listed commercial quiz programs as first choice.

Here's the way Oklahomans listed their preferences for "educational" programs: 21 quiz programs, 50.2%; 100 local programs, not news, 11.1%; 18 talks programs, 10.3%; 30 complete dramatic shows, 6.8%; 13 variety programs, without featured comedians, 6.7%; all local newscasts, 4.4%; 26 commentators, 2.8%; 15 serious music programs, 2.3%; 28 daily serial programs, 2%; 14 miscellaneous music shows, 1.3%; 9 featured comedians, 1.1%; 13 popular music programs, .8%; six war programs, .2%.

Dr. Whan learned that Oklahomans were not agreed as to "educational" programs, listing more than 290 different programs not including local newscasts. The foregoing data, said Dr. Whan, "reflects the great disagreement found or lack of uniformity in selection of 'educational programs'."

While more than 290 programs, exclusive of local newscasts, were named as among the best three educational programs, "approximately 81.2% of the 6,370 listings were concentrated in the top 50 programs, the survey revealed. Of the top 50, *Dr. I. Q.*, *Quiz Kids*, *Information Please*, *Take It or Leave It* and Kay Kyser's *College of Musical Knowledge* ranked first to fifth respectively, with *Chicago Round Table* and *American Town Meeting* sixth and seventh.

Eighth in preference was *Truth or Consequence*, with *Cavalcade of America* ninth and *Battle of the Sexes* tenth.

Pointing out that the figures are "biased toward better educated listeners," Dr. Whan concluded: "To educators it may be significant that *The Lone Ranger* was chosen by as many (as one of the best-liked 'educational programs') as was the first place symphony program; that *Dr. I. Q.* was selected by more than five times as many adults as either the *Chicago Round Table* or *American Town Meeting*; that *Truth or Consequences* was named by more than twice as many farm listeners as was *National Farm & Home Hour*."

He added that adult listeners in Oklahoma "are indifferent to the matter of sponsorship when selecting the best-liked 'educational program'." Response to questions indicates, Dr. Whan explained, that Oklahomans "are unaware of any relationship between 'educational' value and sponsorship."

Of network programs, commercials were listed as preferred by 93.1% of those who replied to the educational question, with only 6.9% preferring sustaining shows. Local programs ranked 15.5%, giving network commercials 78.7% preference over all programs. Dr. Whan did not segregate local commercials from sustainers.

Of 16 types of programs listed, 64.1% of the women showed preference for comedians and 69.1%

(*Continued on page 83*)

Radio Plays Important Part in Kansans' Daily Lives

RADIO plays an integral part in the daily lives of Kansans and is scheduled to become even more important as reconversion progresses.

That's the conclusion of a postwar study conducted last March by Dr. F. L. Whan of the U. of Wichita for WIBW Topeka, and released last week by Ben Ludy, station general manager. Under the general subject, "The 1946 Reconversion Plans of Kansas Families," the survey indicates little change in actual postwar accomplishments and plans over those anticipated in 1944 and 1945 when Dr. Whan conducted studies on postwar plans of Kansas families.

"The tables reflect a prosperity beyond the wartime expectations of Kansas family heads," said Dr. Whan. They show that fewer family providers lost their jobs than expected, that fewer retired, that a greater number found new jobs and that fewer were without work in March 1946 than expected it in January of either 1944 or 1945.

The latest Whan study shows that 91.7% of Kansas families have receivers in working order. In 1945 the percentage was 81.9% and in 1944 it was 89.9%. Percentage of radios not in working order dropped from 4.8% in 1945 to 3.4% this year. In 1944 the figure for sets out of order was 3.9%.

This year's study indicates a trend towards buying receivers. In 1944 a total of 6.2% of Kansas families had no radios. The following year the figure dropped to 6.1% and last March only 4.9% reported having no sets.

Dr. Whan projected his statistics from information gathered from 1,353 urban families, 1,152 village families (in communities of 2,500 or less), and 1,232 farm families. He used 52 selected areas and chose respondents at random.

Plan New Sets

Of each 10,000 families in Kansas, 1,808 had made definite plans in March to buy new radios, Dr. Whan's study shows. A year ago the figure was 2,204 and in 1944 it was 1,605. An additional 754 of each 10,000 families said they "expected to buy" new receivers. In 1944 those who expected to purchase new sets but had made no definite plans totaled 610 of each 10,000 families while in 1945 the figure was 859.

If receivers were available today, 1,082 families of each 10,000 would buy them without hesitancy, the Whan study revealed. Last year 1,119 said they would buy immediately and in 1944 the figure was 765 of each 10,000.

Radio set ownership statistics show the following, according to the Whan study: Owning only one set, 72.4% in 1946; 69.6% in 1945;

(*Continued on page 72*)

MIDWESTERN listeners generally are satisfied with today's radio fare, they prefer network commercials over all other programs, listen very little to so-called "public service sustainers" and particularly like quiz-type broadcasts in the "educational" category, Dr. F. L. Whan, U. of Wichita, learned in a study of Oklahoma for WKY Oklahoma City. A study of Kansas for WIBW Topeka revealed an era of prosperity, that radio plays an important part in the daily lives of Kansans, that 91.7% of Kansas families have radios in working order and 1,808 of each 10,000 Kansas families have definite plans to buy sets when they are available.

TIME SHIFT EXPEDITER

The Katz Agency Using Simplified Form For Semi-Annual Headache

SPECIAL FORM for clarifying daylight to standard time changes of programs has been evolved by The Katz Agency, New York, station representative.

Stations represented by Katz used the form last spring in changing from standard to daylight time. The procedure eliminated much paper work and elicited favorable comments from agencies according to H. R. Goldberg, Katz official.

The form has two columns, one headed "Present Schedule," the other, "Schedule Beginning Sept. 29, 1946." Under each are listed day and time, preceding program and following program. Since the columns are alongside each other, comparison between preceding and following programs under the two schedules may be readily made.

The station types in the form in triplicate for each account, sending original and second copy to the Katz office responsible for the account.

Type triplicate copies for each account. Send original and second copy to Katz Office responsible. Station retains third copy.

Date .....

From Station ..... City .....

To KATZ ..... Office

Change to standard time by Network on Sept. 29, 1946 affects this account as shown below. These adjustments should be reported to agency for confirmation.

Account ..... Expiration Date ..... Agency .....

Program ..... Minute ..... Break .....

Operating Time as of Sept. 29, 1946:

Time Zone: Eastern ..... Central ..... Mountain ..... Pacific .....

PRESENT SCHEDULE			SCHEDULE BEGINNING SEPT. 29, 1946		
Day and Time	Preceding Program	Following Program	Day and Time	Preceding Program	Following Program

Form suggested by Katz Agency

NAB Convention to Air Licensing Policy

Complaints Bring Warning From Willard

By J. FRANK BEATTY

FCC has no authority to deny new station grants on the basis of economic factors, A. D. Willard Jr., NAB executive vice president, declared last week as NAB took formal recognition of complaints that FCC is indiscriminately licensing stations without regard to the size of the market.

Protection of a franchise by a Government regulatory body would involve control over the business, income and services of a station, Mr. Willard wrote W. E. Whitmore, manager of KGFL Roswell, N. M., who had written NAB in protest against FCC's licensing policy.

NAB opened the way for discussion of the problem at its Oct. 21-24 convention in Chicago.

The association's board of directors is on record in direct opposition to FCC consideration of economic factors in granting of new stations, having taken a definite stand at its Aug. 6-8 meeting [BROADCASTING, Aug. 12].

Repercussions Seen

Foreseeing economic repercussions from the Commission's policy, Mr. Willard explained that those who project broadcasting enterprises should exercise normal caution in selection of markets.

"If Joe Doakes is stupid enough to apply for a license for a new broadcasting station in a community which cannot support another facility, the Commission has no authority to refuse the grant for this reason," Mr. Willard stated.

First of all, Mr. Willard wrote, the Commission itself was forbidden in the Supreme Court's Sanders decision from taking into consideration as a separate and independent element any economic injury to an existing station in the granting of licenses to independent broadcasters.

He then explained that the Communications Act forbids the FCC from interfering with the rate structure or business structure of stations, specifically exempting broadcasting from the type of supervision FCC exercises over common carriers.

Pointing to possibility of regulation amounting to mere policing, should the day come when ample wavelengths are available, Mr. Willard wrote: "Then, and then only, could we have a truly free American radio in the same sense that we have a free press—absolutely unfettered by any Government regulation concerning public interest, convenience and necessity."

Mr. Willard reminded that despite the Act's ban on rate or business regulation, the Commission "has on a number of occasions, by indirection, attempted to exercise some measure of control over the 'business' of broadcasting. The Commission's statements concerning the price of radio stations, concerning over-commercialism, etc., are examples. If we should go to Congress and ask for laws which would authorize the Commission to deny or affirm grants in consideration of economic factors, we would most certainly be inviting — and most probably would get — FCC authority to regulate the quantity of advertising, the charge for advertising, the sale price of radio stations, and so on."

Mr. Whitmore had written to NAB that "this indiscriminate licensing may well result in the breaking down of public confidence in an industry which has been regarded as presenting the highest type of public service to the people." He cited examples of station licensing in small communities which he said indicate "the Commission is forgetting its obligation to the public interest."

Text of Mr. Whitmore's letter to NAB, addressed to President Justin Miller and received before he had returned to Washington headquarters from his vacation, follows:

Dear Sir:

I no longer feel that I can remain silent while the FCC is indiscriminately granting new AM permits with complete disregard to the economics of the situation. It seems to me that this indiscriminate licensing may well result in the breaking down of public confidence in an industry which has been regarded as presenting the highest type of public service to the people.

When the Commission grants one 5 kw, two 1 kw, and two 250 w stations in a town with a population of approximately 18,000, I think the Commission is forgetting its obligation to the public interest.

I feel that it is time that broadcasters individually and through NAB should use every means at their disposal to have the Congress and the people express their opinions on this indiscriminate granting of facilities which will start cut-throat competition and innumerable failures of broadcasting stations in event of even a minor depression.

While the Commission denies any interest in the economics of broadcasting, their own yardstick says: public interest, convenience and necessity. The granting of five stations in a community that can barely support one is **not** in the public interest, is **not** a public necessity.

I have spent over 20 years in the radio business and I look with fear and trembling upon the economic repercussions from this indiscriminate use of the licensing power of the Commission. I intend to attend the convention in Chicago and if nothing is done before that time, I intend to be heard in committee or on the floor of the convention on this subject; although I do not feel that the matter should be allowed to continue until that time.

May I have your reactions to this letter as I feel that there has to be a stopping place somewhere in the granting of facilities?

RISING volume of complaints has been coming to NAB headquarters from station owners aroused over rising number of FCC station grants in small cities where ability to support more than one or two stations in a practical problem. Involved is serious question of type of control exercised over industry. To clear up whole question, association has analyzed legal and operating angles in letter to a complaining station operator.

Willard's Reply

Mr. Willard's reply to Mr. Whitmore follows:

Dear Mr. Whitmore:

First, let me say to you that we at the NAB are just as disturbed as you concerning the FCC policy of indiscriminate AM licensing. We feel almost certain, as you do, that the industry will feel some measure of economic repercussions because of it.

The problem is a knotty one. Like so many of broadcasting's tribulations, it has many facets.

To begin with, the Commission itself has been enjoined (in the Sanders Case) by the Supreme Court of the United States from taking into consideration as a separate and independent element any economic injury to an existing station in the granting of licenses to independent broadcasters. In effect, if Joe Doakes is stupid enough to apply for a license for a new broadcasting station in a community which cannot support another facility, the Commission has no authority to refuse the grant for this reason.

Since the Supreme Court decision is, in effect, the law upon this subject, only the Congress (as you pointed out in your letter) can remedy the situation.

Here we run into facet number two. The Federal Communications Commission is prohibited by the Communications Act from interfering with the rate structure, or the business structure, of radio broadcast stations. The Act specifically exempts broadcasting from the kind of FCC supervision that is applied to common carriers. Despite this prohibition, the Commission has on a number of occasions, by indirection, attempted to exercise some measure of control over the "business" of broadcasting. The Commission's statements concerning the price of radio stations, concerning over-commercialism, etc., are examples. If we should go to the Congress and ask for laws which would authorize the Commission to deny or affirm grants in consideration of economic factors, we would most certainly be inviting—and most probably would get—FCC authority to regulate the quantity of advertising, the charge for advertising, the sale price of radio stations, and so on.

I think you will agree with me that it is fairly obvious that a regulatory Government body will not protect a franchise against competition unless it regulates its business, its income and its services.

There is still another facet. The whole structure of the regulation of American broadcasting by the Federal Communications Commission is based upon the theory of "scarcity." Because there are not enough wavelengths to go around—because not everybody who wants to go into broadcasting can do it—the Congress placed certain restrictions and responsibilities upon the licensees who are privileged to operate stations. Theoretically—and quite possibly practically—if the day ever comes when there are more wavelengths than there are people who want to engage in broadcasting, Federal control of the industry could and should be reduced to the simple policing of the wavelengths. Then, and then only, could we have a truly free American radio in the same sense that we have a free press—absolutely unfettered by any Government regulation concerning public interest, convenience and necessity.

At its last meeting, Aug. 6-7-8, the Board of Directors of the NAB had a lengthy discussion of the problems arising under the Commission's policy of granting licenses in a wholesale method. The board felt very strongly that the principle of free competitive enterprise must be upheld and that any action upon the part of the industry to bring about consideration by the Commission of economic factors would be contrary to the interest of the industry and to the principles of free enterprise.

May I say to you finally that the matter is not closed and that your opinion concerning this whole problem is most certainly welcome here at headquarters, or at the convention in Chicago. Incidentally, I will be there and will be most happy to discuss this whole situation with you at length. In the meantime, I would welcome any reaction you may have to this letter.

USES Will Place Licensed Operators

Federal Employment Agency Replaces Commission

CLEARING HOUSE for placement of licensed broadcast operators is being set up by the U. S. Employment Service. With 1,700 branch offices around the country, the Federal agency will list names of operators available to fill jobs.

Formation of the placement comes as a hundred or more stations, mostly in smaller cities, are complaining over difficulty of securing first class operators to man transmitters or hardship involved as a result of FCC Order 91-D, effective last month.

Informal advices at FCC offer practically no hope for relief from the order, which requires that transmitters be manned at all times by operators having first class licenses. It is known, however, that the FCC has provided temporary relief to a score of stations unable to obtain the services of first class operators. These stations received 30-day relief from the order. No word has been received from FCC as to chance of obtaining extension of the 30-day grants.

USES has contended that the job of listing available operators, previously handled by FCC on the basis of postcard questionnaires, was properly a USES function and not within FCC's jurisdiction. FCC has turned over to USES several hundred filled-in cards listing names of applicants in various areas. FCC's questionnaires had been sent to operators as they received a license or renewal. The operator was asked to state if he was available for employment and if willing to move.

USES has sent its branch offices a list of stations which have notified FCC they are unable to obtain first class operators. List of available operators all over the country will be kept by USES in Washington. Stations are advised to contact the nearest USES office for local availabilities. If there are none, the office will contact Washington.

Revised Rules to Bring Few Changes

RULES on FCC procedure are being completely rewritten under requirement of the new Administrative Procedure Act. While the most important changes are yet to come, many minor revisions incorporated in Part I, effective Sept. 11, are described in the accompanying article.

Important Alterations In FCC Procedure Yet to Come

DESPITE THE SCOPE of the project, few substantial changes in existing practice will result when the revised rules and regulations governing organization, practice and procedure of the FCC [BROADCASTING, Sept. 2] become effective Sept. 11.

The new Part I, as required by the Administrative Procedure Act (Public Law 404), brings together into one piece for the first time an outline of the whole Commission setup, the location of its offices and divisions, its methods of operation, a list of the forms it uses, and the rules governing procedure.

But radio attorneys who participated in the FCC-bar-press seminar on the new, 148-page revision last Tuesday pointed out that the "important" changes are not in this new edition of Rules Part I but are yet to come—in December and June, when the hearing provisions of the Procedure Act become effective.

Recodification

Harry M. Plotkin, FCC assistant general counsel who helped supervise the revision and conducted the seminar, called it primarily a recodification from existing rules and from administrative orders and public notices which had been given the effect of rules. Hereafter, it's not a rule if it's not in the rule book.

He pointed out that the hearing procedure is as yet "untouched," explaining that from the time the Procedure Act was signed on June 11 until now the Commission has been trying to meet the Act's Sept. 11 deadline for getting out the revised Part I. Sections 7 and 8 of the Act, relating to hearings and decisions, become effective Dec. 11 while Section 11 making hearing examiners responsible to Civil Service Commission instead of FCC takes effect June 11, 1947 [BROADCASTING, July 8, Sept. 2].

FCC and Federal Communications Bar Assn. officials are slated to meet this week to make plans for a study of changes proposed at the seminar on Part I and also to look toward drafting provisions putting into effect the hearing requirements of the Procedure Act. Philip G. Loucks, president of the bar association, and its Committee on Practice and Procedure, headed by Karl A. Smith, will head the FCBA group in the project.

Although the new Part I already has been adopted, the Commission requested suggestions for revisions—and received several in the course of the two-hour seminar. Approximately 100 attorneys participated.

One of the major departures in the new Part I is that the Commission may, if it sees fit, issue declaratory rulings terminating controversies or "removing uncertainty." In the past, the Commission sometimes used the device of a press release in such cases. Mr. Plotkin said the Commission had not given much consideration to the matter of declaratory rulings but might "some day" want to put more detail into that provision of the regulations.

Waiver of Hearing

In another change, the new "waiver of hearing" policy [BROADCASTING, July 1] henceforth will allow the Commission to issue proposed, rather than final, decisions on cases in which the parties have waived hearing. The parties may then have oral argument. Mr. Plotkin pointed out that only one waiver had yet been signed and it was hoped this liberalization would encourage more to follow the plan and thus speed action on the huge backlog of hearings cases.

The whole waiver policy was put on the agenda for later discussion after Paul D. P. Spearman, radio attorney, challenged the form of the waiver, contended that the policy would permit adverse information to get into the record without the opposing party's knowing it, and declared he would never waive a hearing so long as the filing of a waiver form is required. It was suggested that one remedy might be to prohibit submission of additional information on a case after a waiver is signed.

Adequate Notice

Remedies for problems arising from 11th-hour applications and amendments will be sought in later conferences, it appeared, particularly to insure that all interested parties have notice of new applications or amendments and that they have adequate time thereafter to prepare their cases in the light of such new developments.

Attorney Harold Mott suggested a rule, to insure early announcement of the issues in hearing cases, declaring that in one case an attorney stood at the door and handed out copies of the issues to participants as they walked in for the hearing.

The new Part I definitely states that the Commission will try to give 30 days' advance notice of a hearing, but it was pointed out that this has been done as a matter of policy insofar as possible.

Mr. Plotkin made plain that he thought the Commission now is using "boilerplate issues" and as soon as possible should begin instead to put out "tailor-made issues" on each particular case. He suggested that attorneys ask that the issues be enlarged in any cases in which they are in doubt.

Deposition Rule Changes

Possibility of a complete overhauling of the deposition rules was indicated by Mr. Plotkin's request for the attorneys to give thought to this subject. As it now stands, the rule is substantially unchanged except that motions to take depositions must be filed not less than 15 days (rather than 25) before the proposed deposition date, and depositions must be filed not less than three days (rather than five) before the hearing on the case.

The new rules specify certain matters in which authority may be delegated from the Commission and what heretofore has been known as the administrative board to certain individual officials of the Commission—Secretary, Chief Engineer, etc.

Other changes: FCC will give its reasons for adverse actions on motions as well as on petitions; in petitioning for an order, attorneys no longer need to submit a copy of the order they desire; Saturday, no longer a work day at the Commission, shall be counted as a Sunday or legal holiday in computing time; pleadings and documents (except briefs) may be filed on letter-size (8x10½ inches) as well as legal-size (8½x13 or 14 inches) paper; unless issued on the Commission's own motion, requests for subpenas must be in writing and give the scope and relevance of the evidence sought; witnesses testifying under subpenas are entitled to witness fees as in the courts, the fees to be paid by the party requesting the subpena.

Advance Notice Machinery

Slated for further consideration with a view to changes or additions are such matters as machinery to

(*Continued on page 72*)

Special Scale of Music Fees Expected for Crosby Series

By BRUCE ROBERTSON

RECORDING fees to be collected by the publishers of the music to be used on the Philco Bing Crosby broadcasts will undoubtedly be worked out by special agreement between the program producers and Harry Fox, agent and trustee for the major ASCAP publishers, Mr. Fox told BROADCASTING last week.

Normally, the fees paid to Mr. Fox's clients for the right to transcribe their musical compositions for broadcast use are based on a charge of 25 cents per tune per station broadcast, with the fee raised to 50 cents per number per station per broadcast in the case of "production" numbers from plays or motion pictures.

BMI Rates

In this case, however, Mr. Fox pointed out, there is an unusual combination of network and supplementary stations all using recorded material, so that the normal rule does not apply. He said that the fees would probably be worked out for the Crosby broadcasts on much the same basis as they were for Morton Downey's Coca Cola broadcasts on Mutual, also from recordings rather than live. In that case, Mr. Fox reported, the program is broadcast by a total of some 333 stations, but a flat fee of $62.50, equivalent to the rate for 250 stations, was agreed on for each musical number used on that series.

BMI publishers generally have set their transcription rates at two cents a tune a station a broadcast, although a few exceptions, notably Edward B. Marks Co., have held out for higher rates. The two-cent fee is the maximum permitted by the copyright law for phonograph records and many copyright attorneys have held that since the law reads "mechanical reproductions" without specifying the type this statutory limitation should apply to transcriptions as well. On at least two occasions suits have been threatened by transcription companies—NBC Radio Recording Division and Associated Music Publishers—against Mr. Fox's clients to test their right to charge special fees for transcriptions, but none has come to court. A Federal court decision in a motion picture case (Jerome vs. Twentieth Century-Fox Film Corp.) last summer held that the two-cent maximum fee on recordings was not applicable to motion picture film.

These fees are for recording rights only, the stations and theaters pay to BMI and ASCAP separate performance fees for the use of their members' music on the air (or in their theatres).

There are no extra musicians union fees in connection with the Crosby-Philco-ABC deal as long as the musicians perform only for recordings for which they will receive the regular recording fee of payment. But if the crooner should do any of his network shows live (as the contract reportedly calls for should the Hooperating for his recorded series fall below a stipulated minimum) then there would be an extra charge for the off-the-line recordings made for use on the supplementary stations carrying the program individually and not fed by ABC.

HOOPER STATION LISTENING INDEX

CITY: BALTIMORE, MD. — City Zone — MONTH: JULY, 1946

Total Coincidental Calls—This Period 15,659

SHARE OF AUDIENCE

INDEX	SETS-IN-USE	A	B	C	D	WITH						OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON		19.4	14.9	13.0	33.8	18.9						0.0	2,352
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.		29.5	16.3	3.5	25.0	25.5						0.2	3,548
EVENING SUN. THRU SAT. 6:00 P.M.—10:30 P.M.		27.2	25.2	8.1	13.4	25.8						0.3	7,611
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.		14.2	22.6	14.2	21.9	26.5						0.6	1,494
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.		10.4	16.5	6.1	24.3	39.1						3.6	654
TOTAL* RATED TIME PERIODS		24.5	20.1	7.6	21.4	25.9						0.5	15,659

The Hooper *"STATION LISTENING INDEX"* is computed from the total station mentions secured from the coincidental questions *"To what program were you listening, please?"* and *"Over what station is that program coming?"* asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are *"Not at home,"* those who are *"Not listening"* and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for *"Sets-in-Use"* computation is *"Total Homes Called."*

*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

The Code of Practice governing the use of *"CONTINUING MEASUREMENT OF RADIO LISTENING"* applies to this *"STATION LISTENING INDEX."*

And W-I-T-H led all the rest!

We know this kind of stuff boomerangs. But we're proud of that Hooper . . . even if it never happens again!

Who ever heard of an independent station leading 4 network setups in the same town on total rated time? It happened in Baltimore! And it's W-I-T-H that led all the rest, as you can see.

We've been telling you that W-I-T-H delivers more listeners per-dollar-spent than any other station in this, the country's 6th largest city.

That July 1946 Hooper is just one more indication that when you want big sales at low cost, make sure that W-I-T-H, the successful independent, is at the top of that radio list.

* * *

P.S. Before the boys get out the axe, baseball is only on Monday through Saturday, 9:05 to 10:30 p. m.

W·I·T·H

and the F M Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Service, Regulation on NAB Agenda

Eisenhower Is Not Able To Address Meeting

TWO-PLY theme based on improved service to the public and protection of broadcasting and other means of communication and education from growing inroads of Federal regulation will mark the NAB's first convention since 1943 when it meets in Chicago Oct. 21-24.

With President Justin Miller back from vacation, Executive Vice President A. D. Willard Jr. and Secretary-Treasurer C. E. Arney Jr. worked last week on convention plans, aided by association department heads concerned with various phases of industry operation.

List of speakers is still in the formative stage. Hope that Gen. Dwight W. Eisenhower, chief of staff, would address the convention was given up last week when it was learned that his plans for the next two months will not permit him to make any addresses in this country. General Eisenhower had been sought also by the American Legion for an address at the annual Legion meeting, but this too was impossible.

Media Co-operation

Going through the conference stage at NAB headquarters is a project designed to merge broadcasting, motion pictures, newspapers and magazines in joint protection of freedom of expression. At the Aug. 6-8 NAB board meeting decision was reached to support such a movement when procedure has been evolved.

This project may blossom during the convention in the form of a special session devoted to freedom of expression. Under consideration is a plan to have leading figures from various media participate in a convention session at which the project would be given full consideration. Position of each medium on the problem would be made clear, and individual issues reduced to a common denominator.

Allocation of convention time to aspects of industry operation is still in the early stages. Different groups are asking for choice spots on the agenda, creating a difficult problem despite the fact that the convention will cover four full days.

Improved Service

Consideration of plans for improved service to the public will cover programming standards as well as stronger association control over industry activities. Possible revision of the Standards of Practice, successor to the former Code of Ethics, will be considered. At its meeting the board took steps to coordinate activities dealing with industry regulation and President Miller was authorized to name a new Standards of Practice Subcommittee to consider revision of the standards. This committee has not yet been named but a report is to be made to the convention under board direction.

Warning was issued Friday by NAB that requests for hotel reservations must be in the hands of NAB within a short time. Reservation forms were sent to members over a month ago. Many have been returned, but NAB pointed out that the returns were disappointingly slow in arriving.

Under the NAB's contract with the Hilton Hotels (Palmer House and Stevens), priority for reservation of blocks of rooms during the convention period will cease Sept. 20. NAB emphasized that applications received after that date cannot be accepted.

IMPORTANT roles in opening broadcast of WRAL-FM Raleigh, N. C., last Friday were taken by (l to r) Howard Maschmeier, program director; Ray Reeve, sports editor and sales manager; Gov. Cherry of North Carolina, and Fred Fletcher, station manager.

Gen. Stoner Begins UN Communications Meet

BRIG. GEN. Frank Stoner, Army communications chief who was named chairman of the communications panel for the United Nations two weeks ago, began meeting with his panel of experts at Lake Success, L. I. headquarters of the UN last week.

With the general were G. S. Van Dissel, a Dutch engineer who planned and installed the League of Nations radio system at Geneva and S. Kagan, a former signal officer with the Free French army during the war.

Form Agencies

NEW advertising agency, Armando & Stansbury, located at 345 Madison Ave., New York, has been formed by Armando, former creative consultant at Grant Adv., New York, who is president of the new firm, and Henry H. Stansbury, former partner of Stansbury & Ashe, New York, vice president. Hiram Ashe, former partner of Stansbury & Ashe, has formed an agency under his own name at 345 Madison Ave., New York.

Two Join Agency

H. H. HINDLEY, former San Francisco manager of Allied Adv. Agencies, has been appointed manager of Dorland International-Pettingell & Fenton newly opened offices in Central Tower Bldg., that city. Frank Schlessinger, account executive of Allied, also has shifted to the new agency.

FM Promotion

WTOD-FM Toledo, which goes on the air "within 30 days," has built a variegated FM promotion campaign based on standard station radio programs and spots, newspaper advertisements, commercial films and dealer relations. One feature is interviews with officials of radio manufacturing companies, broadcast over WTOD. They are queried on dates when FM receivers will be available to the public, according to Edward Lamb, Toledo attorney, and president of Unity Corp., owner of the stations. General manager of WTOD-FM will be William H. Spencer, who holds the same position at WTOD. The FM station will go on the air with a 250 w General Electric transmitter, increasing to 23 kw as equipment becomes available. Initial daily schedule runs from 3 to 10 p.m.

Dodge on WJR

INDICATIVE of automotive industry's return to radio is sponsorship, effective Sept. 3, of *Bud Guest, Reporter at Large* over WJR Detroit, by the Dodge Division of Chrysler Corp. Mr. Guest is the son of Edgar A. Guest, famous poet, and has been heard on WJR for many years. Contract, calling for three quarter hours, Tues.-Thurs.-Sat. 6:15 p. m. (EST), was placed through Ruthrauff & Ryan.

MOSCOW DELEGATES TO LEAVE SEPT. 22

U. S. DELEGATES to the five-power telecommunications conference in Moscow Sept. 28 [BROADCASTING, Sept. 2] are scheduled to leave Washington by plane Sept. 22, it was learned last week.

State Dept. hopes to announce names of the delegates this week. They have been submitted to the White House and to the Soviet Government (as reportedly requested by Russia). State Dept. has withheld announcing the delegates formally until they have been approved by the President and visas have been issued by the U.S.S.R.

Delegates Include

It is known, however, that Francis Colt deWolf, chief, Telecommunications Division, State Dept., will head the U. S. delegation and that FCC Comr. C. J. Durr will be the Commission's top man. No affirmative word as to whether industry representatives would be permitted had been received from Moscow as BROADCASTING went to press, but it was generally felt at State Dept. that Russia would insist the delegation be confined to official Government representatives, taking the view that the Government represents all the people.

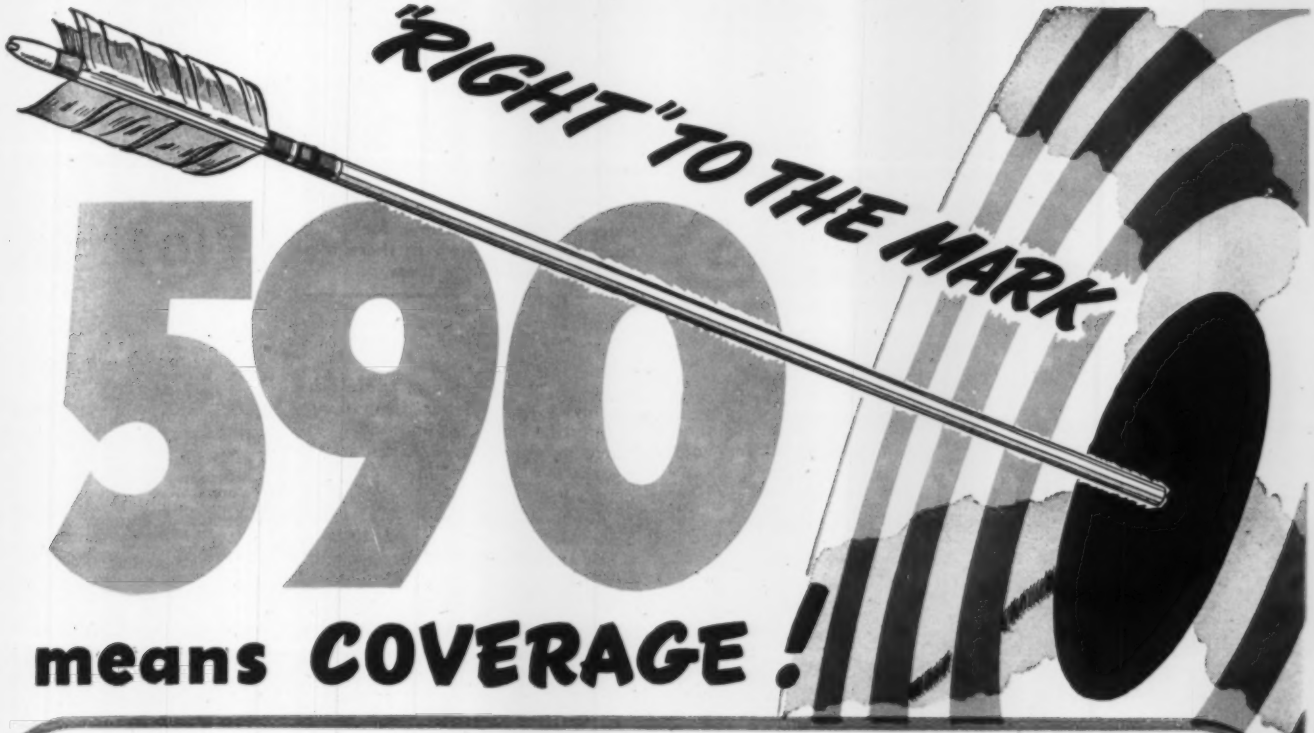
Noel Wesley Expands To Radio, Television

NOEL WESLEY, head of his own theatrical production firm, Noel Wesley Productions, New York, last week announced the expansion of his organization into radio and television production. Sue Chrysler, formerly of Radio Consolidated has joined the firm to handle all talent and Paula Petty, formerly of WRGB Schenectady, General Electric television station, and Sonya Finard will handle the concert department.

Mr. Wesley has announced two packaged television shows available for sponsorship now, one called *House Party* starring Jack Pepper and company, and a quiz show with Bert King, formerly of the *Blind Date* program.

Lehigh on Yankee

THE LEHIGH Coal and Navigation Co., Philadelphia, has signed 52-week contract with Yankee Network through Lewis & Gilman, Philadelphia, for sponsorship of *The Yankee Weatherman*, Mon. through Fri. 8:15-8:20 a. m. The weather, how it will affect the day's activities in New England such as travel, school, sporting events, is discussed in conversational style. Seventeen stations have started program with remaining outlets of the regional network to carry show as time is cleared. Sponsor in addition to network program is using live announcements daily tying-in local coal dealers.



means COVERAGE!

WOW

WOW, with 5000 watts on 590, can be heard CLEARLY more than 100 miles from Omaha. WOW is LISTENED to because it is a basic NBC station, carrying 33 of the 50 top-rated programs plus first-class local features and NEWS. Thus WOW gives you THE BIGGEST RADIO AUDIENCE your money can buy in the Omaha trade territory.

AT 590 KC. NEEDS ONLY 5000 WATTS TO DELIVER A 2½ MILLIVOLT SIGNAL 100 MILES

AT *1100 KC. 90,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

AT *1300 KC. 190,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

AT *1500 KC. 420,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

IT'S A FACT

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½ millivolt signal, in the Omaha area, at frequencies higher than 590. *WOW's ½ millivolt-contour actually has been established* at nearly 200 miles from Omaha in every direction.

★ These are the approximate frequencies of other full-time stations in the Omaha area.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN, JR., PRES., & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Proposed Allocations for FM Revised

Class B Changes Would Affect 75 Areas

AN UP-TO-DATE VIEW of FCC's FM allocation plan was provided last week with announcement of a revised list of Class B channels tentatively designated for localities throughout the U. S., providing for more than 1,600 stations.

A revision of the tentative plan issued last December [BROADCASTING, Dec. 24], the list shows 78 additional channels have been allocated to 55 areas while 22 have been withdrawn from 20 other localities. The additions include two for Chicago, which now has 19 channels tentatively allocated as compared with 17 last December. With five of these already assigned and three to be reserved for one year, FCC sources said, 11 rather than nine may now be assigned among the 12 pending applicants.

The list covers only the Class B channels and does not show (1) grants which have been made, or (2) the effect of the channel reservation policy on various areas. Thus it is a tentative sketch of future Class B FM coverage, rather than a statement of how many channels are actually available now in the various areas. The reservation plan withholds from assignment until July 1, 1947 one channel out of every five tentatively assigned to an area.

Reiterated as Tentative

In releasing the new list last Tuesday, the Commission made plain that the revision, like the original, is tentative and that "it is probable that further revisions . . . will be made from time to time as the development of FM broadcast may require."

Deviations will be made "whenever it is found desirable or necessary to do so," FCC asserted, adding that therefore "the lack of a channel allocation for a particular locality does not necessarily mean that a channel cannot be made available there. For example, a channel listed for a particular location may be assigned to another city within the same general area provided that the geographical change will not result in objectionable interference."

The revised plan, incorporating changes made since the Dec. 19 list was released and adding channels wherever possible in areas where they are needed, was developed "to provide an equitable distribution of channels for Class B stations (for metropolitan and rural service) with consideration being given to the present demand for channels in the various localities," the Commission reported.

The plan is based on stations employing 20 kw effective radiated power with antenna height 500 feet above average terrain. Separation of stations "varies from that required by ground wave interference (principally in the eastern U. S.), to the separation required for freedom from tropospheric interference 1% of the time or less (principally in the western areas)," it was explained. Generally, separation of stations increases toward the West, "where the expected demand for channels will be less and where added protection for weak signals will be provided."

Others Available

Although "only a few" channels have been designated for many small cities, particularly in the West, FCC said it appears these will satisfy the demand but that others are available "and will be provided as required." It was also pointed out that some areas have been allocated more channels than other areas of about the same or even greater population within the same general section. This, the Commission said, is because "areas near large centers of population usually contain a number of cities which require channels, while other areas are farther from dense population centers and thus involve no objectionable interference by the allocation of more channels in its section."

A NEW LIST of tentative channel allocations to various U. S. localities, providing for more than 1,600 Class B FM stations, was issued by FCC last week. The list incorporates subsequent changes in last Dec. 19's tentative plan and provides wherever possible for more channels in areas where there is a demand for them.

Changes in the number of channels tentatively assigned to general areas since the Dec. 19 list include 78 added to 55 general areas as follows:

Alabama: Gadsden 1, Lanett 1, Mobile 2; Arkansas: Fort Smith 3; California: Fresno 2, Marysville 2, Modesto 2, Monterey 1, Salinas 1, San Luis Obispo 1; Connecticut: Meriden 1, New Britain 1; Florida: Jacksonville 2, Miami-Miami Beach 3, Orlando 1, Tampa 1; Illinois: Chicago 2, Mount Vernon 1; Indiana: Fort Wayne 1; Kansas: Topeka 1; Kentucky: Paducah 1; Louisiana: New Orleans 1; Maryland: Hagerstown 1, Salisbury 2; Massachusetts: Fitchburg 1; Minnesota: Rochester 1; Missouri: Kansas City 1, St. Louis 2.

New Jersey: Atlantic City 2, Bridgeton 1; New York: Binghamton 1, Oneonta 1, Poughkeepsie 1, Utica 1; North Carolina: Greensboro 1, Raleigh 2, Wilson 2; Ohio: Fostoria 1, Lima 3; Oklahoma: Durant 1; Pennsylvania: Oil City 2, Pottsville 1, Sharon 1; South Carolina: Lancaster 1; Tennessee: Johnson City 1, Kingsport 1, Memphis 2; Texas: Denton 1, Houston 2, Wichita Falls 2; Virginia: Norfolk 1, Winchester 1; West Virginia: Huntington 2; Wisconsin: Beloit 1, Wausau 2.

Twenty channels previously allocated tentatively to the following general areas have now been removed:

California: Palm Springs 1, Redding 1; Connecticut: Hartford 1, New Haven 1, Waterbury 1; Delaware: Wilmington 1; District of Columbia: Washington 1; Indiana: Hammond 2; Kentucky: Harlan 1; Massachusetts: Worcester 1; New York: Dunkirk 1; Ohio: Marion 1; Pennsylvania: Greensburg 1, Philadelphia 1, State College 1, York 1; Tennessee: Bristol 2; Texas: Kilgore 1, Sherman 1; Wisconsin: Wisconsin Rapids 1.

Allocations under the revised plan are shown below.

Revised List of Proposed Class B FM Allocations

General Area	*Channel No.*
ALABAMA	
Anniston	280
Bessemer	See Birmingham
Birmingham (Includes Bessemer)	226, 228, 230, 232, 234
Decatur	251
Dothan	267, 269
Gadsden	261
Huntsville	249
Lanett	236
Mobile	231, 250, 265, 271, 273, 280
Montgomery	258, 260, 263
Muscle Shoals	244, 246
Opelika (See also Columbus, Ga.)	277
Selma	221, 223
Sylacauga (See also Talladega)	275
Talladega (See also Sylacauga)	273
Tuscaloosa	254, 256
ARIZONA	
Globe	221, 223
Lowell	229, 231
Phoenix	245, 247, 249, 251, 253
Prescott	225, 227
Safford	233, 235
Tucson	237, 239, 241, 243
Yuma	238, 240
ARKANSAS	
Blytheville (See also Jonesboro)	249, 251
El Dorado	277, 279
Fort Smith	237, 239, 252, 267, 269
Helena	241, 243
Hot Springs and Hot Spring, N. P.	271, 273, 275
Jonesboro (See also Blytheville)	268, 270
Little Rock	257, 259, 261, 263, 265
Pine Bluff	221
Siloam Springs	245, 247
CALIFORNIA	
Bakersfield	264, 266, 268
Chico	244, 246
El Centro	232, 234
Eureka	230, 232
Fresno	252, 254, 270, 272, 274, 276, 278
Los Angeles (Metropolitan District)	221, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261
Marysville	222, 224, 226, 228
Merced	230, 232
Modesto	257, 259, 261
Monterey	271, 273
Palm Springs	275
Redding	234, 236
Riverside	271, 273
Sacramento	271, 273, 275, 277, 279
Salinas	277, 279
San Bernardino	277, 279
San Diego	223, 263, 265, 267, 269
San Francisco-Oakland (Metropolitan District)	221, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 265
San Jose	223, 263
San Luis Obispo	222, 224, 226
Santa Barbara	274, 276, 278
Santa Maria	234, 236
Santa Rosa	258, 260
Stockton	267, 269
Visalia	238, 240
Tulare	242, 244
Watsonville	275
COLORADO	
Alamosa	222, 224
Colorado Springs	265, 267, 269, 271
Denver	245, 247, 249, 251, 253, 255, 257, 259, 261, 263
Durango	226, 228
Grand Junction	230, 232
Greeley	276, 278
La Junta	233, 235
Pueblo	273, 275, 277, 279
Sterling	272, 274
CONNECTICUT	
Bridgeport (Includes Danbury)	265, 267, 269
Danbury	See Bridgeport
Hartford (Also see Meriden)	226, 228, 230, 232, 234
Meriden (Also see Hartford)	224
New Britain	236
New Haven	263, 271, 275, 279
New London	250, 252
Waterbury	222, 261, 273
DELAWARE	
Wilmington	264, 266,
DISTRICT OF COLUMBIA	
Washington	221, 225, 227, 229, 231, 233, 263, 265, 267, 269, 271
FLORIDA	
Daytona Beach	233, 235
Fort Myers	233, 235
Fort Lauderdale	229, 231
Gainesville	267, 269
Jacksonville	240, 242, 244, 246, 248, 275, 277
Key West	225, 227
Lakeland	237, 239
Miami	238, 240, 242, 244, 246, 248
Miami Beach	261, 263, 266
Ocala	250, 252
Orlando	258, 260, 262, 264
Palm Beach	250, 252
Panama City	275, 278
Pensacola	225, 227, 229
St. Augustine	226, 228
St. Petersburg	221, 225, 271
Sarasota	241, 243
Tallahassee	271, 273
Tampa	227, 229, 231, 273
West Palm Beach	254, 256
GEORGIA	
Albany	226, 228, 230
Athens	261, 263
Atlanta	251, 253, 255, 257, 259
Augusta	233, 235, 237
Brunswick	221, 223
Cedartown (Includes Dalton)	269, 271
Columbus (See also Opelika, Ala.)	242, 244, 246
Cordele	254, 256
Dalton	See Cedartown and Rome
Dublin	266, 268
Gainesville	276
Griffin	222, 224
La Grange	238, 240
Macon	270, 272, 274, 279
Moultrie	262, 264
Rome	265, 267
Savannah	253, 255, 257, 259
Thomasville	249, 251
Toccoa	249
Valdosta	236, 238
Waycross	232, 234
West Point	248
IDAHO	
Boise	271, 273, 275
Idaho Falls	268, 270
Lewiston	257, 259
Nampa	267, 269
Pocatello	277, 279
Twin Falls	239, 241, 243
Wallace	268, 270
ILLINOIS	
Aurora (Includes Joliet)	275, 277
Bloomington	230, 232
Cairo (See also Cape Girardeau, Mo.)	243
Carbondale	263
Carthage	259, 261
Champaign	See Urbana
Chicago	221, 225, 227, 229, 231, 233, 235, 237, 239, 241, 245, 247, 249, 253, 255, 257, 259, 261, 263
Decatur	254, 256
East St. Louis	See St. Louis, Mo.
Elgin	See Chicago
Evanston	See Chicago
Freeport	271
Galesburg	234, 236
Harrisburg	255, 257
Herrin	259, 261
Jacksonville	278, 280
Joliet	See Aurora
Kankakee	243

(Continued on page 65)

ZIV

INVITES YOU TO MATCH WITS WITH AMERICA'S GREATEST DETECTIVE

IN THE "EAGLE MURDER CASE"

SEE IF YOU CAN SOLVE THIS EXCITING MYSTERY WITH CLUES SHOWN BELOW

1. After an auto accident, Joe Dalton, suffering from a fractured right arm and leg, is being removed to an ambulance. One of his partners, Bill Graves, asks the attendant to give Dalton a hypodermic, despite Dalton's desperate objection. Dalton's other partner, Ed Edwards, and Dalton's wife are next to the stretcher when the ambulance doctor administers the hypo.

2. Although Dalton was alive when the hypodermic was administered, and though placed in the ambulance immediately after, Dalton is found dead on arrival at the hospital with a knife in his left side. Nobody could have gotten into the ambulance enroute.

3. District Attorney Markham relates the baffling murder of Joe Dalton . . . and asks the help of "P.V." America's greatest Detective. "P.V." and his secretary, Ellen Deering, listen attentively to the details.

4. "P.V." goes to see Dalton's widow, who tells him about Dalton's partners in the Eagle Manufacturing Company.

5. Dalton's two partners have a fight when each accuses the other of stabbing Dalton. "P.V." overhears and learns that partners hated each other and hated Dalton, too . . . and that Mrs. Dalton was beneficiary of a large insurance policy.

6. "P.V." grills ambulance doctor, partners, and widow and in presence of District Attorney Markham, accuses the guilty one. Do you know whom?

SOLUTION ON NEXT PAGE...

ZIV BRINGS YOU AMERICA'S

FAVORITE OF MILLIONS

IN BOOKS — Philo Vance books broke all publishing records

IN POCKET-BOOKS — now read by new millions in 25c pocket-books

IN MAGAZINES — read by millions in American–Scribners–Pictorial Review and more.

IN PICTURES — 12 big budget motion pictures, top stars, top budgets, top audiences

YOU GET

1. AMERICA'S TOP DETECTIVE
2. WITH A PROVED RECORD OF NETWORK SUCCESS
3. WITH A HUGE WAITING AUDIENCE
4. A TOP SHOW THAT YOU CAN SPONSOR WITH PRIDE
5. AT THE MEREST FRACTION OF ITS COST!

Based on S. S. Van Dine's famous character as depicted in "The Canary Murder Case", "The Benson Murder Case", "The Greene Murder Case" and many more, this thrilling new half hour detective show means more listeners per dollar. Better than "network" in production — now transcribed for less-than-network sponsors. It's a ZIV production which means it's got to be good!

S TOP DETECTIVE ON THE AIR!

S. S. VAN DINE'S

"PHILO VANCE"

AMAZING! • ROMANTIC! • EXCITING! • AMUSING!

NOW TRANSCRIBED

FOR LOCAL AND REGIONAL SPONSORSHIP

FREDERIC W. ZIV COMPANY.

Radio Productions

1529 MADISON RD. CINCINNATI 6, O.

NEW YORK • CHICAGO • HOLLYWOOD

SOLUTION
The Eagle Murder Case

Mrs. Dalton maintained that she was on the RIGHT side of the stretcher when the stretcher was being put in the ambulance which made it appear that she could not possibly have stabbed Dalton in his left side. However, "P.V." (who you've already guessed is Philo Vance) learned that since Dalton's body was put in the ambulance head first instead of feet first . . . that put Dalton's LEFT side near Mrs. Dalton. When she saw the hypodermic was taking effect, she plunged a knife into her husband's side, just before the stretcher was slid into the ambulance. How Vance outwits her when she confronts him with a gun in her hand makes for the most dramatic climax ever done in radio. Hear it in "THE EAGLE MURDER CASE!"

Resurrection

ONLY LIVE program in the Philippines today is a voice from the dead, according to Robert Stewart, MBS Manila correspondent. Just before the Japanese made their sweep into Manila in 1941, an organist completely dismantled his Hammond organ, carried the parts high into the hills, and buried them six feet underground. Recently the same organist exhumed his organ and is now playing the only "live" show on KZRH Manila—in fact the only live show on the two commercial Philippine stations now operating, Mr. Stewart said.

Koepf Heads Television For Fort Industry Co.

JOHN KOEPF last week was named television manager of the Fort Industry Co., according to an announcement by George B. Storer, Fort Industry president. Mr. Koepf has been Washington manager of the company, and will continue in that position in addition to his television duties. Fort Industry has a black and white video application on file for Toledo.

From 1940 until he entered the Navy in 1942, Mr. Koepf was in charge of television for Procter & Gamble, as assistant to William M. Ramsey, P & G radio director. He joined Fort Industry Jan. 1 when he was released from service as lieutenant commander.

KERN Bakersfield, Calif., has joined Southern California Broadcasters Assn.

TRADITIONAL WELCOME to Hawaii was given Mr. and Mrs. Lewis Allen Weiss on their visit to the Islands by Ralph M. Fitkin (l), president of Aloha Broadcasting Co. Mr. Weiss, vice president and general manager of the Don Lee Broadcasting System and vice chairman of Mutual, took the trip with his wife and daughter.

Iowa Fair Offers Video Exhibition

KRNT-RCA Victor Display Proves Highlight

SEVENTY-FIVE percent of inquiries at the information booth of the Iowa Centennial Fair were for location of KRNT-RCA Victor television exhibition, according to station officials.

The television show was the principal feature in a heavy-calibre KRNT Des Moines promotional campaign, during the eight-day fair ending Aug. 30. Other media used included a neon-lighted blimp, vehicle signs and trolley placards, radio programs and spots, show-window displays, luncheon club speeches, loudspeaker announcements and printed theatre programs.

Viewers of the television shows in the International Harvester tent at the Des Moines fairgrounds were estimated to include half the 500,000 fair visitors. Paul B. Mowrey, ABC television director, said it was the most heavily-attended television show he had ever experienced.

An eight-hour daily television schedule brought two video shows each hour, many of them both televised and broadcast over KRNT. Standard broadcasts filled the 15-minute periods while preparations were made for the next television program. Breaks were used to advertise the formal opening of KRNT Radio Theatre Sept. 9, and its first attraction *Oklahoma!*

Dick Hooper, RCA Victor shows and exhibitions manager, Joe Jenkins, RCA Victor production manager, and Harvey Marlowe, ABC television production manager, said the television show was the biggest outdoor video demonstration ever staged. They believe similar shows will be attempted on a nationwide basis.

Mr. Mowrey, in a talk before the Des Moines Advertising Club, predicted a video station for Des Moines "soon after the television network starts." He later indicated this would be early 1948.

Bendix Reports Loss

BENDIX AVIATION Corp., Detroit, reported consolidated net loss of $820,015 for the nine months ended June 30, compared to net income of $10,376,644 the previous year. Operating loss for the nine-month period was $9,381,418, of which $1,111,669 was incurred in the quarter ended June 30. This was before provision of $88,228 for Federal income taxes but after appropriating $701,792 of the reserve for contingencies such as postwar reconversion. Estimated refund due to carryback credits was $1,400,000, making a net profit of 200,104 for the third quarter, equivalent to 10 cents.

Smoking hot proof that....

North Carolina Is The South's No. 1 State And WPTF Is North Carolina's No. 1 Salesman!

Tobacco auction markets are now in the full swing of their 1946-47 selling season in North Carolina. That's big money news in this state which produces 48% of the nation's tobacco. And of North Carolina's crop, 90% of it is grown and 91% of it is sold in WPTF's North Carolina Primary. In fact, including tobacco sold in WPTF's Virginia and South Carolina primary counties, more tobacco is sold in the WPTF Primary than in any state in the union. No wonder alert advertisers now are upping their WPTF schedules to tie-in with this lush selling season.

Nation's Leading Tobacco States

North Carolina	$379,738,956.00
WPTF (N.C.) Primary	345,562,450.00
Kentucky	169,721,652.00
Virginia	71,831,175.32
South Carolina	61,390,513.00
Tennessee	53,351,882.00
Georgia	48,673,341.00
Maryland	21,086,222.00

(Latest U. S. Marketing Figures)

*WPTF PRIMARY... 71 counties in North Carolina, Virginia and South Carolina where 77% of the people listen to WPTF regularly. (Latest NBC Survey)

☆ ☆ ☆

With Men Who Know Tobacco Farmers Best, It's WPTF 2 to 1!

WPTF's salesmanship in North Carolina is an old story to tobacco market warehousemen. They spend more money on WPTF, advertising their markets, than they do on any other station or group of stations.

WPTF

680 KC **50,000** WATTS NBC

Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

IN BALTIMORE... WCAO
PROMOTES Your SHOW

Sunday readers of the Baltimore Sun "Roto" Magazine (and there are over 300,000 of 'em) look forward to a regular WCAO feature every week. A year 'round cycle of full pages and single columns add "Listeners" to sponsors' programs. It's fun "meeting the stars" and advertisers find it helps them "meet the public."

WCAO
Personalities
TIME OUT FOR ROMANCE
Youthful Toni Darnay brightens the title role of "The Romance of Evelyn Winters" each Monday through Friday at 9:30 A. M. It's easy to see why.
MIDWAY SPIELER
"Hurry . . . Hurry . . . hurry" urges Win Elliot as the emcee and midway barker on "County Fair" every Saturday at 12:30 P. M. Baltimoreans will remember him as a popular local announcer.
WIN A PRIZE THE EASY WAY
All you have to do is stay at home (if you live in Hollywood) and a "Surprise Party" roving interviewer complete with microphone and assorted prizes is apt to pop in. Stu Wilson emcees the laughfest from the studio on Tuesdays and Thursdays at 2:00 P. M.
CBS
WCAO
600 ON YOUR DIAL

WCAO
The Voice of Baltimore
600 KC -- 5000 WATTS

Represented Nationally By

PAUL H. RAYMER COMPANY

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DETROIT - BOSTON - ATLANTA

It's easy to get around in IOWA

Iowa has 5514 miles of paved highways . . . Iowa's 9000 miles of Railroads are exceeded only by N. Y. and Texas.

It's easy to get around in the sales-rich Eastern Iowa Market when you use

IOWA'S FINEST RADIO FREQUENCY

Represented by KATZ Agency Member of MID-STATES Group

Opposition to New Radio Act Grows in Canada's Parliament

OPPOSITION TO A NEW Canadian Radio Act [BROADCASTING, Sept. 2], incorporating more powers for the Canadian Broadcasting Corp., grew to such an extent during the closing days of the session of the Canadian Parliment, that the government withdrew the bill, but voted the CBC $2,000,000 for expansion despite heavy opposition.

Never before has as much opposition developed on the subject of broadcasting as during the last days of the session at Ottawa, when the government endeavored to put through a new radio act incorporating recommendations of the Parliamentary Radio Committee of 1946. It was only after the government had withdrawn the bill and an acrimonious debate of seven and a half hours that a majority of Liberals and Co-operative Commonwealth Federation (CCF) members voted the CBC $2,000,000. Opposition members stated that this vote would commit Parliament "irrevocably" to a principle that ultimately would destroy private broadcasting.

The money vote more or less endorsed the new radio act which provided for increased financing limits for the CBC and allowed it to use all clear channels, three of which have, since the Havana Treaty was put into effect, been used by private broadcasters.

Remote Facilities

Ralph Maybank (L. Winnipeg, South Centre) chairman of the Parliamentary Radio Committee, pointed out that the CBC expansion program was in keeping with Parliamentary Committee reports since 1936, and would have been completed earlier except for the war. He stated that the whole purpose behind development of a second network by the CBC, was to give Canadians living in remote parts of Canada a second choice of programs.

'There is no doubt," he agreed, "that if the private stations were allowed to do so, they could develop the network. The crux of the situation is whether the law will be changed to allow private stations to have this network. It has been definitely against the opinion of Parliament that they should be allowed to do so, and has been written into the act since 1932." Advertisers would not carry such network programs to the remote areas where there are no major markets, he stated.

Rev. E. G. Hansell (Social Credit, Macleod) pointed out that the CBC now had sufficient authority not only to drive private radio broadcasting out of business, but under facsimile development to drive the press out of business. He stated that the CBC now also controls facsimile transmission. (No facsimile stations are yet in existence in Canada.)

There is no doubt that opposition to the radio legislation not only from official opposition parties but also from among government party members, was not entirely due to the interest in radio. But opposition to government legislation has been growing in the past months as an increasing amount of authority was being delegated to bureaucratic government bodies, not responsible to Parliament. Continuance of bureaucratic bodies set up during the war has been basis of considerable government legislation, and opposition to this has grown apace, climaxed in the radio legislation and that of the foreign exchange control board legislation.

Oppose Fund

After the government had withdrawn the new radio legislation, opposition members endeavored to get the money vote for the CBC cut from $2,000,000 to $1. Opposition members pointed out that the privately owned stations put up their own money "to do a job which we are now asking the taxpayers of Canada to put up the money for," and private stations also paid taxes which the CBC did not do.

Denton Massey (PC, Toronto-Greenwood) stated that "a network developed under private enterprise, permitted by the CBC, on which the Canadian advertiser can air his own programs, will develop programs which will be as much an advertisement for Canada in the United States as United States programs are an advertisement for that country in ours." He claimed that when CFRB loses its 860 kc frequency to the CBC, and is not allowed to go to 50 kw, much of its audience will turn to United States border stations for their programs. He complimented the CBC on its excellent work, but declared himself opposed to the "complete monopolistic control."

FIRST

in many Bay Area Homes!

KSFO

San Francisco

Represented by

UNIVERSAL RADIO SALES

New York Chicago San Francisco
Los Angeles Seattle

Miss KGW

TIME BUYER'S SWEETHEART

"WHAT DOES PORTLAND AND ITS PRIMARY AREA MEAN TO YOU? TO FARMERS, BUSINESSMEN AND OTHERS, IT MEANS MANY THINGS...."

"GATEWAY TO THE ORIENT: STRATEGICALLY LOCATED OUTLET FOR TRADE BETWEEN THE RICH INLAND EMPIRE AND PACIFIC PORTS. IN TONNAGE PORTLAND RANKS AS FOURTH PORT OF THE NATION."

"HEART OF THE NORTHWEST'S LUMBER AND POWER PRODUCTION; CENTER OF THE NATION'S LARGEST LUMBER SUPPLY.... HERE ARE THE NATION'S CHEAPEST COMMERCIAL POWER RATES, 1/4TH OF THE TOTAL DEVELOPED & POTENTIAL WATER POWER OF THE UNITED STATES."

"CITY OF ROSES, HOMES AND HILLS: BEAUTIFULLY LANDSCAPED RESIDENTIAL DISTRICTS; MILD CLIMATES FOR WORK AND PLAY THE YEAR AROUND; 58% HOME OWNERSHIP."

"CITY OF HIGH PAYROLLS, HIGH INCOME, CORDIAL LABOR RELATIONS: 1946 PAYROLLS 2½ TIMES GREATER THAN 1941; OREGON'S BUYING INCOME 26% GREATER THAN 1945 NATIONAL AVERAGE; SMOOTHEST LABOR-MANAGEMENT RELATIONS OF ANY WEST COAST CITY."

"WHAT'S IT ALL ADD UP TO? THAT THE PACIFIC NORTHWEST LEADS THE NATION IN DEVELOPMENT, EXPANSION, AND BUSINESS OPPORTUNITIES. REACH THIS RICH MARKET MOST EFFECTIVELY THROUGH KGW- THE NORTHWEST'S NO.1 RADIO MEDIUM."

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

PAC Urges Councils to Seek Free Time

CIO Advises FCC Appeal If Stations Turn Down Discs

A CAMPAIGN to induce radio stations to provide free time for a series of 19 transcribed announcements under the guise of "public interest" has been started by the CIO Political Action Committee, according to the Sept. 2 *CIO News*, official organ of the Congress of Industrial Organizations.

"PAC launched its air battle for a large vote turnout in November with a letter to CIO Councils which urged local acquisition of free radio time," said the *News* article. "Refusal of station managers to grant radio time should be made the subject of vigorous protest to the FCC, the letter pointed out."

At PAC national headquarters in New York, Allen Reitman, publicity director, denied that the PAC would file protests with the FCC if stations refuse to carry the announcements, although he said if a station censored them, the PAC "might object." The *CIO News* made it plain, however, that the PAC had instructed local CIO councils to insist that stations carry the announcements without charge.

Cite Public Interest

"Naming radio as the most effective means of reaching millions daily, the PAC advised, 'if the station balks at putting these announcements on the air . . . your reply should be that radio stations under the Federal Communications Commission are licensed to serve in the public interest'," said the *News* article, apparently quoting from the PAC letter. The article appeared in a two-column box on page 2 under the caption, "Calling All Citizens!"

"This announcement is in the public interest, said PAC, pointing out that urging people to register and vote is a good American tradition on which our democracy is based," said the *CIO News*.

Citing what it termed "an example of censorship methods used by radio," the *News* article said the PAC reported "refusal of Radio Station WMT Cedar Rapids, Iowa, to grant paid air time to the local CIO-PAC on the grounds that the proposed broadcasts were controversial. The Cedar Rapids Council has filed a complaint with the FCC, accusing the station of unfairness," said the article.

Complaint Local

Mr. Reitland declined comment on the Cedar Rapids incident, except that it was being taken care of locally. FCC sources last week admitted that Herbert Eveland, recording secretary, Cedar Rapids Industrial Union Council, on Aug 20 wrote the Commission charging that WMT had been "unfair." Mr. Eveland complained that WMT refused to air certain scripts "under the auspices of the Political Action Committee," but that "they state they would use the script without change under the auspices of the Bernhart for Congress Club (Democratical party)."

In Washington William B. Dolph, executive vice president of WMT, said he had not been apprised of the complaint and had no comment. Neither had Herbert M. Bingham, counsel for WMT, heard of the complaint, either from FCC or the PAC.

The CIO-PAC has produced 19 "register-vote" spot announcements "for radio use by local union and civic groups," according to the *CIO News*. PAC instructions to local councils for use of the 19 transcribed announcements suggested that "six, concerned with voting, be played close to election day, while the other 13 on registration are for immediate use. The five musical announcements are recorded by nationally-known ballad singers Tom Glazer and Peter Seeger in cooperation with People's Songs Inc., while the dramatic sketches were produced by a Hollywood cast," said the *CIO News*.

Second Series

A second series of "spots" is being produced by the PAC. These will deal "with specific issues of the campaign such as inflation, housing, security and anti-discrimination," said the *News* article. They "will provide room for insertion by the local group of a 'plug' for endorsed candidates," the article concluded.

According to investigators for the House Committee on Un-American Activities, Messrs. Glazer and Seeger were members of the Young Communist League, and of the Almanac Singers. Committee records show that Mr. Seeger was a delegate to a Chicago meeting of the American Peace Mobilization, which has been cited on seven occasions as a Communist front organization by Congressional committees and former Attorney General Francis Biddle.

Mr. Glazer was a member of the presiding committee of the American Youth Congress, an organization "controlled and built by the Young Communist League," and which has been cited on 10 occasions as a Communist front organization, according to the House Committee on Un-American Activities. On March 29, 1944, the old Dies Committee on Un-American Activities cited the Almanac Singers as a Communist front.

SALUTING

KGNC

THE FAMILY STATION IN THE GREAT PANHANDLE

Substantial earnings from PERMANENT industries—that's what makes KGNC a "sure-fire hit" when it comes to putting across your products—because folks out here have more money to spend! . . . $3,420 per family, in fact!

For best results at lowest cost in tapping this rich market—T-H-S proudly recommends KGNC—the NBC and Lone Star Chain affiliate station in Amarillo!

T-H-S SALES OFFICES

New York, Chicago, Dallas, Hollywood, San Francisco, Portland

General Offices—Amarillo

TAYLOR-HOWE-SNOWDEN RADIOLAND

THE GREAT MIDDLE WEST AND SOUTHWEST

TAYLOR-HOWE-SNOWDEN Radio Sales

MBS Renewal

GUM LABS., Clifton Heights, Pa., has renewed for 52 weeks *Singing Sweethearts*, MBS Sun. 1:30-1:45 p.m. Agency is Makelim Assoc., N. Y.

The Dixie Four, left to right: Gene Lowery, director and lead singer; "Honey" Dunn, bass; Melvin Doss, tenor; "Shorty" Green, baritone. Frankie Collins, pianist.

Hoosiers "Take To" The Dixie Touch

Judging by audience response to the renditions of the Dixie Four over WIBC, there's a yard-wide soft spot in the Hoosier heart for the songs of magnolia-and-mammy-land. For ever since coming out of the South to join the live talent staff of the fastest growing radio station in Indianapolis, these close-harmony singers of spirituals and southern ballads have provided good listening for ever-increasing numbers of Hoosiers.

Organized in Mississippi in 1938, the Dixie Four was first heard from WJDX Jackson and later WMC Memphis. Their enthusiastic reception by listeners in nine southern states caught the attention of WIBC talent scouts and led to their present affiliation with "The Friendly Voice of The Indianapolis News." Here, they are charming WIBC audiences with their own morning show and a featured spot on the popular "WIBC Coffee Shop."

The brand of entertainment provided by the Dixie Four, and its eager acceptance by the people of Indiana, is representative of all live talent shows aired by WIBC. For all of these programs—musical, dramatic, news and special events—are planned, written, produced and enacted by personalities who know their radio and *the Hoosier taste*. So, to get the most for your radio dollar, see your John Blair man today about a WIBC live talent show tailored to your own particular sales requirements.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

We're GLAD... and you're LUCKY

★ Yes . . . we're glad to announce (as of August First) the affiliation of KVI with Mutual-Don Lee. As Seattle-Tacoma outlet for the Puget Sound area, we're bringing our million-and-more friends their favorite Mutual shows plus a top selection of local programs and news.

★★ And you're lucky . . . because now, with one-station economy you may buy this big Mutual market that includes a million-and-more Puget Sound folks who enjoy an effective buying income that is right close to two billion dollars annually.

★★★ Puget Sound listeners are glad *and* lucky . . . for KVI's 5,000 watts on 570 kilocycles delivers their favorite Mutual programs with "top of the dial" signal strength and clarity.

SEATTLE **KVI** TACOMA

THE PUGET SOUND *Mutual* STATION

CAMLIN HOTEL, SEATTLE ☆ RUST BUILDING, TACOMA

Represented nationally by:

GEORGE P. HOLLINGBERY CO.
New York—Chicago—Atlanta

JOHN BLAIR CO.
Los Angeles—San Francisco

South Americans Planning Solid Front At Inter-American Meeting in Mexico

SOUTH AMERICAN radio interests plan to present a solid front and some ideas novel to Latin-American broadcasting at the Inter-American Radio Congress, now set for Sept. 30 in Mexico City. The conference originally was called for last May 19 in Havana but postponed until fall.

Top radio figures from Argentina, Brazil, Chile and Uruguay met Aug. 9-11 in Buenos Aires to lay plans for the meeting. No advance announcement was made of the Argentina conference, quietly called as a follow-up to the South American Congress at Rio de Janeiro last year [BROADCASTING, Oct. 8, 1945].

The Buenos Aires meeting voted to urge a tri-sectional organization be set up at the Mexico gathering, with North, Central and South America each having its own group. Delegates admitted their hope was to avoid "Yanqui control" in the master organization, and admitted that the Argentina meeting was called to insure a bloc vote in Mexico City.

South American broadcasters were unanimous in their views on freedom of radio. They will make every effort to combat censorship by various governments. In other moves the Buenos Aires session recommended:

1. That Article 3 of the 1940 South American Accords reached in Santiago de Chile be reaffirmed "to strengthen peace and continental solidarity." Article 3 states that stations of one country shall not comment on the internal politics of another. Argentina politics have been a favorite target of Latin commentators for some time.

2. That recordings made in one country and sent to another be duty-free "to foster cultural interchange." A rider suggests that "given the importance of this measure, diplomatic pouch privileges should be made available." Sponsored recordings made in Argentina and sent to Paraguay, for instance, would be "cultural" rather than commercial, it was explained.

3. That equipment for transmitters be duty-free.

4. That the organization, regional or hemispheric, lobby for legislation which would guarantee owners at least enough security to enable them to exploit licenses fully.

Several U. S. manufacturers are planning to set up exhibits of transmitters, receivers, etc., while a number of American broadcasters are planning to attend as observers [BROADCASTING, Aug. 26]. Campbell Arnoux of WTAR Norfolk and Hugh A. L. Halff, WOAI San Antonio, have been chosen to attend as observers for NAB [BROADCASTING, Aug. 19].

State Dept. has taken no official cognizance of the meeting, since it was called purely as an industry affair. Several Cuban broadcasters are reported to have dropped out of the conference.

Network Correspondents At White House Dinner

CORRESPONDENTS of the four nationwide networks who accompanied President Truman on his 18-day vacation cruise to New England and Bermuda were dinner guests at the White House Thursday, along with newspaper correspondents. During the evening they saw a motion picture based on the cruise.

A cooperative broadcast by the four radio newsmen over Bermuda station ZBM drew thanks from the President, who heard the program and asked for a transcription as a souvenir. Radio correspondents who took the trip were Arthur Barriault, NBC; John Adams, CBS; William E. Coyle, ABC; William Hillman, MBS.

Ceremonies Mark Debut Of WRAL-FM Raleigh

FORMAL opening program of WRAL-FM Raleigh, N. C., scheduled for last Friday (Sept. 6), was to include greetings from networks, stations and radio celebrities in a broadcast also carried by WRAL, AM station of Capitol Broadcasting Co.

A. J. Fletcher, president of the company, presided at the ceremonies which heard transcribed greetings from more than 12 stations and networks, saluting WRAL-FM as a key station of Tobacco Network. Others on the show were Gov. Gregg Cherry of North Carolina, Acting Chairman Charles R. Denny Jr. of the FCC and Prof. Edwin Armstrong, inventor of FM. Station will be on the air daily from 3 to 9 p. m., operating on 95.3 mc with 1000 w. It will carry many of WRAL's most popular shows and will feature music and sports.

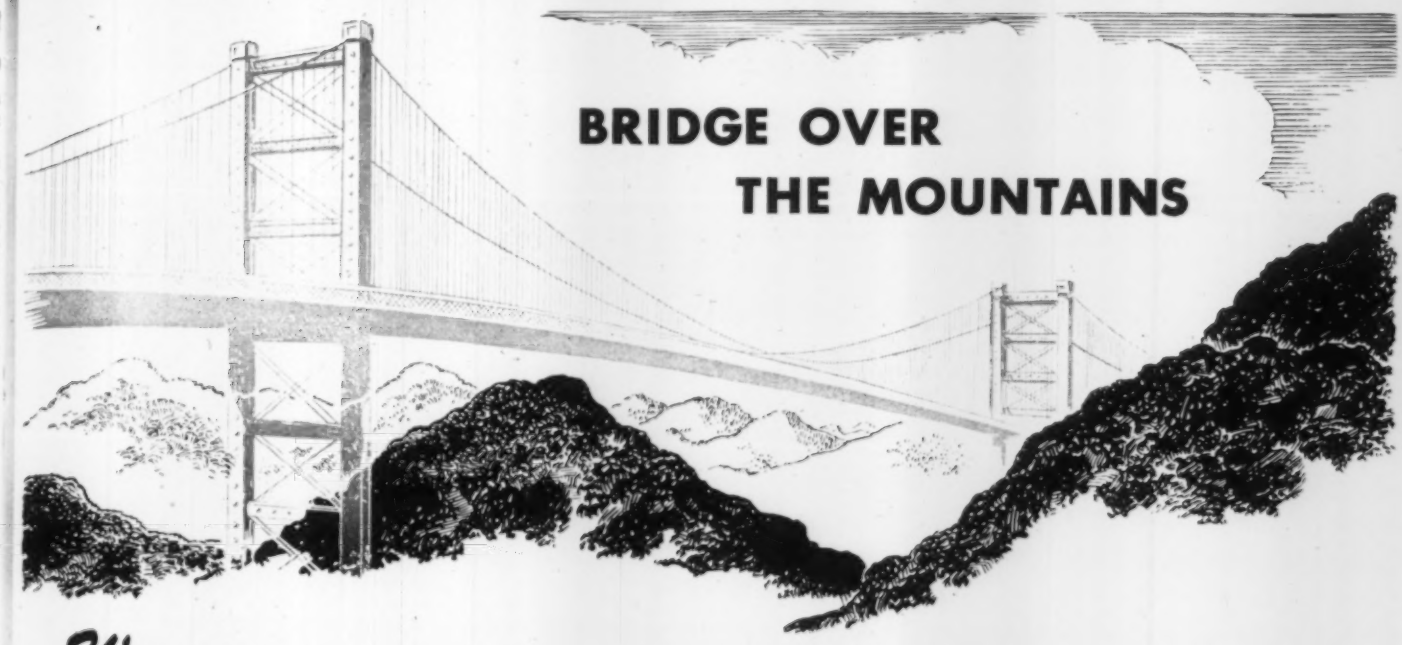
It isn't miles but listeners that count in radio.

"Hooper after Hooper proves it!"

KTSM

Nat. Reps. Geo. P. Hollingbery

EL PASO, TEXAS



BRIDGE OVER THE MOUNTAINS

WHEN WSM first put its signal on the air, twenty-one years ago, there were folks back in the mountains for hundreds of miles around Nashville who had never been beyond the church and the store at the cross-roads. The advent of WSM into their lives was a milestone in itself. It brought them new facts, a new outlook, the promise of a new sort of life.

Surely it is not cause and effect, but it is more than coincidence that WSM's life span of twenty-one years parallels the great growth and development of living standards in the mountain regions of the South. Full credit goes to the hardy pioneer spirit of the people here. But, surely, too, we supplied some part of the inspiration, some part of the stirring which brought it about.

And as our region grew in stature, WSM grew too—in facilities, in scope of program, in service to the five million people in reach of our clear channel signal.

Their adherence to our banner is our greatest recompense for the two decades of effort which has made WSM an important force in the area of more than five million people—five million people who can be reached through only one single medium . . . WSM, Nashville.

HARRY STONE, *Gen. Mgr.*
JACK HARRIS, *Asst. Gen. Mgr.*
WINSTON S. DUSTIN, *Comm. Mgr.*
EDWARD PETRY & CO., *National Representatives*

W — Air Castle of the South — E
650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

The Best in Broadcasting

WSM
NASHVILLE

Radio Program Control Idea in Patent Office

PATENT rights covering a "radio program controller" are available for licensing or sale, according to a list published in the official gazette of the U. S. Patent Office. The device "provides a means to manually switch off unwanted portions of programs for intervals of five to twenty-five minutes," according to the Patent Office. Owner of the device, for which patent No. 1,961,871 was issued June 5, 1934, is Floyd G. Caskey, with correspondence to be addressed to Argus Advisory Service, P. O. Box 577, Benjamin Franklin Station, Washington, D. C.

The device consists of five control keys, any one of which when pressed down will switch off the receiver, energizing a motor and magnetic clutch. After an interval, the motor operates a cam, returning key to original position.

Newspapers' Drop as National Medium Traced to Radio's Research Technique

NEWSPAPERS' failure to match radio's research and sales techniques is largely responsible for their loss to radio of preeminence as a basic advertising medium for national advertisers, Neil H. Borden, professor of advertising, Harvard Business School, states in an article in the September issue of *Harvard Business Review*.

Titled "Selling Newspaper Space to National Advertisers," article is based on a study of national advertising whose results were published in detail in *National Advertising in Newspapers*.

Mr. Borden points out that while radio's novelty and glamour may have initially attracted the attention of mass-product advertisers, "the steady growth of the medium to its pre-eminent position has not rested on so insecure a foundation. Rather, radio growth has come in large part because objective evidence has shown advertisers the effectiveness of specific programs undertaken by them."

Advertisers Convinced

To satisfy the desire of clients for "objective evidence of consumer response to advertising programs," Mr. Borden writes, "advertisers, agents and the broadcasting networks have carried on projects of experimentation and research that have outstripped those applied to other media. . . . From many interviews the author and his co-workers gained the indelible impression that the increasing use of radio by large advertisers has come from a conviction of its effectiveness as a part of their selling programs."

Newspapers, Mr. Borden states, have not, in their research, "initiated adequate experiments or gathered sufficient data on newspaper usage to provide convincing sales presentations to national advertisers. Instead, their selling has continued on an intensive, intra-industry competitive pattern which was fashioned in earlier decades when newspapers constituted the dominant medium for national advertisers appealing to mass markets. . . . For the most part the efforts of newspapers soliciting staffs and of representatives' solicitors have been directed at the competitive level of individual newspaper against individual newspaper."

In contrast to this competitive selling by newspapers, he goes on, "the selling approach both of radio networks and of magazines, while in part competitive with other networks or other magazines, has in large part been primary. While sales presentations have pertained to the individual network or magazine, they have made full use of arguments designed to convince the advertiser of the value to him of using network broadcast advertising. For instance, radio networks have stressed the success attending broadcasts and the value of the auditory approach."

What's Surprising About This?
$900 PER CAPITA INCOME AUGMENTED BY COTTON
Seven million dollars can do a lot to raise a market way above the average—and that's how much the production of cotton, alone, brings in out here in the Panhandle! And when you add to that the income from wheat, oil, gas, carbon black, and cattle—you have a market with a $900 per capita income . . . or an effective buying income of 397 million dollars. And KGNC is the station that INFLUENCES that wealth!
AFFILIATED WITH
LONE STAR CHAIN
NATIONAL BROADCASTING CO.
TAYLOR-HOWE-SNOWDEN
Radio Sales
KGNC
AMARILLO, TEXAS
The Family Station in the Great Panhandle
C. P. GRANTED—10,000 WATTS DAY AND NIGHT—710 KC.

Small Market Stations To Hold Meeting Today

OPPORTUNITY for thorough discussion of problems of stations under 5 kw in cities of less than 50,000 during the NAB convention in Chicago Oct. 21-24 will be sought by the association's Small Market Stations Executive Committee at a two-day meeting starting today (Sept. 9).

Meeting of the committee was called by Marshall H. Pengra, KRNR Roseburg, Ore., chairman, in advance of the Chicago convention to give members a chance to lay groundwork for discussion during the industry meeting. The committee itself will meet on the first day of the convention, with a general convention session scheduled on small market station problems.

Ignition Standards

NATION'S car manufacturers have well underway research to insure that auto ignition systems will not interfere with television and other high frequency radio, according to report by Automobile Manufacturers Assn. Studies made by a committee of the Society of Automotive Engineers and the Radio Manufacturers Assn. have established tentative standards to place within tolerable limits the radio interference rendered by ignition systems, according to the report. The findings suggest means of reducing or eliminating visible static on video screens and audible distortion heard on shortwave loud speakers. It is proposed that standards be met by Jan. 1, 1948.

"HE THINKS IT'LL CATCH FISH, TOO!"

You can't blame the fisherman for thinking that he can catch fish with a WBAL microphone. Fact is, so many advertisers have found that their messages over WBAL bring such satisfactory results.

And there's a reason why! WBAL's powerful voice will bring you more listeners . . . thanks to better programming. More listeners will bring you the sales results you're looking for in the Baltimore area. Besides, there's more to advertising over WBAL than meets the ear. A behind-the-scenes merchandise department does a grand job of tying up programs at point-of-sale. Catch?

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

WBAL
NBC NETWORK
50,000 WATTS
BALTIMORE
1
ONE OF AMERICA'S GREAT RADIO STATIONS

Operator Proposal Draws Ire, Support

Conflicting Viewpoints Given on Shultz Contention

WHEN John W. Shultz of WMVA, Martinville, Va., writing in BROADCASTING, Aug. 26, advocated relaxing of the requirement for first-class engineers in stations, he drew the fire of those who cited the vital role of operators. Simultaneously another champion of the small station's position on limited personnel, gave his viewpoint. The opinions are given on this and following pages.

INTEREST AND DISMAY

EDITOR, BROADCASTING:

In the Aug. 26, 1946 issue of BROADCASTING, you published a letter written to you by a manager of a 250 w station complaining of the need for first class operators in such a station. This letter was read by us with much interest and dismay.

Indeed, we were so surprised at such a stand, that as operators with years of experience, we feel that we should express our views on the subject. If you feel that you can publish our side of the question, we shall be gratified.

In the first place, we feel that first class operators are needed—operators who have the confidence, and who know enough to look into a piece of equipment, to see how it ticks. We have seen some of those operators who are not supposed to look inside the "works," when something went wrong, just stand and bite their nails. Many times we have seen a station off the air for several minutes or even hours when a first class man could have had it back in nothing flat.

Furthermore, since when is there nothing to do but sit and draw pay? With a total of sixteen years in small stations, here's one who can say that he has never seen the time that there wasn't plenty to do. Six and one-half years in one place with an average of 56½ hours per week does not indicate there is nothing to do.

Too many managers may feel that money is being "wasted" on first class operators, but did any of these managers ever get up at 1 a. m., go to the transmitter and see for themselves the many weary hours of hard work being put in by the first class man?

It seems that the management of small stations feel they can operate without a transmitting department, until something goes wrong—and then all means of communication to the transmitter are "hot" with inquiries as to what is wrong, and how long it will take to fix it.

We feel that the public interest can better be met by having operators who know how to keep the equipment operating to full efficiency and smoothness—with high quality and absence from noise, hum and other mechanical annoyances.

Furthermore, we believe that some of that good cash used in making trips to Washington, merely to prove a point such as this one to which we are referring, should be spent on hiring first class operators.

—J. L. MCFARLAND
—H. S. TAYLOR
Marion, N. C.

August 29, 1946

HARD TO FIND OPERATORS

EDITOR, BROADCASTING:

The use of operators holding restricted operator permits will allow their selection on quality of announcing instead of technical knowledge. This knowledge is usually of no value at all by a newly licensed man because he lacks practical experience. Our experience has shown that as soon as a first class operator has obtained a little experience he immediately looks for a transmitter job where he will not be required to announce. Of course, this is only natural for any man competent to pass the first class license must be a "technical man."

The hundreds of 250 watters who use combination operators-announcers can greatly improve the quality of their announcers if they are selected on the quality of their announcing and leave the technical work to one first class operator. Our wartime experience has proven that one man is more than enough to handle all technical work on a small station. This station has operated more than five years with one technical man and has *not lost one minute off the air* due to technical trouble other than power failure or lightning. Even counting these we have lost less than five hours total time in five years.

Obtaining competent combination announcers-operators has always been a major problem with small stations. Even during the depression it was practically impossible to find them and today with the housing problem we have not been able to find a single man interested in moving into our community, even though we pay $50 per week as a starting salary.

For more than two months we have answered every "situation wanted" in your excellent magazine and have not received a sin-

(*Continued on page 38*)

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET BILL!

This is Bill Bailey, KMA's persuasive, energetic and amiable Promotion Manager. When it comes to promotion, Bill is a fellow who *does* the job instead of *talking* about it. He could probably sell electric fans even during an Iowa blizzard, but he'd much rather tell the *facts* about KMA's great farm-market in his own sincere way.

Bill *knows* the enormous potential of the 155 counties composing KMA's primary area, located in the nation's great cornbelt. He *knows* KMA's complete coverage of this rich farmland —KMA's intelligent programming—KMA's unexcelled *selling power*. Once *you* know these facts, you'll be as enthusiastic about KMA's service and selling power as Bill Bailey is, himself. Give us a chance to *prove* it. Contact your nearest Lewis H. Avery office, or wire us—today!

155 COUNTIES AROUND SHENANDOAH, IOWA

KMA

AMERICAN BROADCASTING CO.

LEWIS H. AVERY, Inc., National Representatives

The Big Parade Is On . . .

. . . and wise advertisers are getting on the bandwagon with WRR and KFJZ. These two stations offer a "one-two" punch at the Billion Dollar Dallas and Fort Worth Markets. You can *buy both* WRR and KFJZ *for one price* . . . and schedule your broadcast at simultaneous or separate hours.

These two established 5000 watt stations have a test-proved listener loyalty that makes the WRR-KFJZ combination the Best Radio Buy in Texas.

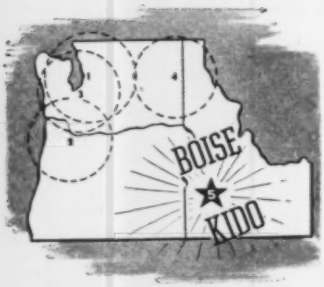
Compare the coverage value of the WRR and KFJZ combination . . . *two for one price!* Here is the data on these dominant markets:

Population	1,902,700
Retail Sales	$ 963,424,000
Food Stores	$ 237,279,000
Gen. Mds.	$ 200,767,000
Drug Stores	$ 51,153,000
Buying Income	$1,996,237,000
Bank Debits	$9,106,710,000
Radio Homes	376,844

NATIONAL REPRESENTATIVE
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

YOU SHOULD KNOW ABOUT THE 5TH MARKET



of the great, fast-growing

PACIFIC NORTHWEST

BECAUSE . . . in the Boise-KIDO market people MAKE more money, SPEND more money. Idaho ranked NINTH among all states in per family income . . . $3946 in 1945.

BECAUSE . . . the Boise-KIDO market is one of the nation's few "one-buy" markets. KIDO has a 92% regular radio family circulation and delivers 81% to 95% of the tune-in at any hour.

Get ALL the interesting facts. Write, or ask your John Blair man, for a copy of the new booklet . . .

"Reap a Rich Sales Harvest"

KIDO

Basic NBC Outlet

Dominates the Boise Market

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Operator Proposal

(Continued from page 36)

gle reply. The situation is desperate and growing steadily worse.

There is only one solution and we believe that as soon as the Commission realizes the predicament of the 250 watters we will receive their full cooperation.

B. J. Parrish,
KOTN Pine Bluff, Ark.

August 29, 1946

* * *

SAYS PROTESTS STEM FROM GREED

EDITOR, BROADCASTING:

An Open Letter to Most Southern Stations:

The day of reckoning is not yet. Just because the FCC rules you must employ only first class engineers, don't think your walls of Jericho are crumbling! Your walls have been staunchly built; they are only beginning to crack. But the fissures are deep and the united trumpet calls of employe and listener rebellion will one day widen them so that your little empires shall be surrounded by rubble even as now they are encompassed by stone. And of what stones are your walls built? Of such as these:

1. The granite of greed. You act as a loudspeaker for your network, collecting the reflected glory and goodness of Big Town production along with the moneys which accrue when you have a monopoly on a particular audience only by virtue of the absence of competent outside coverage. You keep down your overhead by hiring only combination men. An announcer who program directs, acts as librarian, and writes your pitiful copy. An engineer who must change a tube, flip a record, read a newscast and scale your antenna. A copy girl who writes your personal letters, services accounts, acts as file clerk and sweeps up your sawdust.

2. The stone of stupidity. You expect someone to believe that were you not enjoined to employ first class engineers, the resultant savings would go into better programming and equipment. You whine that you want to provide better public service: yet you turn down local talent under the pretense that it is incompetent (when actually you can't find good talent ANYWHERE without expenditure —of both effort AND money!) You make your capital repairing generators or selling hot dogs (which is fine in itself) but you expect this qualifies you to run a radio station; you are not sensible enough to hire someone who has been qualified through experience or schooling. And be it here acknowledged, if you please, that where competition is nil, the fact that profits are being made is not synonymous with listener approval of your local operation.

3. The brick of bitterness. You are bitter because you had thought no one would ever see through your walls. You take all and give nothing; then scream and rage when commissioners prod you to fulfill your "campaign promises" made at time of license application.

There, in very brief sketch is the composition of your walls. Anyone who has worked in your rockpile will recognize their shape. No, the day of reckoning is not yet. But it's coming. And all your wailings will not save you. Not when listeners react, along with employes to the trumpet call. May the notes ring loud and clear!

Hugh Guidi

August 28, 1946.

SPONSORSHIP of *Romance of the Highways* for the 11th year on Don Lee Network was undertaken by Pacific Greyhound Lines. Final renewal details were worked out by (l to r): Herbert C. Cayford, vice president of Beaumont & Homan, agency handling account; Boyd Rippey, account executive of Don Lee Broadcasting System; W. H. Starling, assistant to the president, Pacific Greyhound Lines; Commdr. A. W. Scott, program narrator; and C. C. Jensen, Pacific Greyhound traffic manager.

ARMY RADIO SECTION ISSUES NEW SERIES

COMMEMORATING the historical event of each day of the year, 365 sponsorable scripts are being prepared by the War Dept.'s Radio Section, Public Relations Division. The quarter-hour scripts include both Army and American historical events of the years from 1776 to 1945, and are being sent to public relations officers of Army posts, camps and stations for distribution to local radio stations. First of the series will be available Oct. 1.

Series, titled *This Day*, is written primarily as an institutional and prestige project for the Army. In addition to the Army tie-in, however, there is provision for commercial sponsorship. Musical selections have been suggested in the scripts to illustrate the music of that date as far as possible.

Scripts have been prepared under the direction of Lieut. Eddie Jones, formerly of the FCC Information Section. They are written by Stanley Field, assisted by Bill Hamilton, both of the Radio Section, War Dept.

THE OCT. 5 issue of Liberty Magazine will carry a story "Best of the Young Comedians," featuring Gary Moore, star of the United Rexall "Jimmie Durante-Gary Moore" show.

WNOC Norwich, Conn. Ready to Start Today

WNOC, Conn., is scheduled to take the air Sept. 9 with 250 w on 1400 kc. Principals of Central Broadcasting Co., who also own WGAT, new Utica, N. Y., outlet are H. Ross Perkins and J. Eric Williams, partners. Commercial manager is William H. Harris, recently of WHAI Greenfield, Mass. Bill Hickok is program director. Associated with him are John Melville, formerly WDAS Philadelphia, chief announcer; Gary Lester, in charge of news room; James Douglas and Harry Fuller, announcers; Elmina Brooks, formerly WTIC Hartford, women's commentator.

Howard H. Wilson Co. is national representative, with Bertha Bannan as New England representative. Salesmen of WNOC are Dick Landsman and William Heron. Station has RCA and Western Electric equipment. It has subscribed to AP news service.

PERSONAL appearance show of WWVA Wheeling, W. Va., the "WWVA Jamboree," has been revived by the station as a regular Saturday night attraction.

"HOME TOWN FROLIC" PROVES IT...

and every day "The Home Town Frolic" delivers in North Jersey—

"Home Town Frolic" is heard from 8:05 to 9 A.M.—1:05 to 3 P.M.—9:15 to 10 P.M.—E.D.T. Monday through Saturday.

WAAT CONTINUITY

Home Town Frolic
Mon. Aug. 26, 1946
1:05 - 3:00 PM

1111111111111111111111111111111111111111111111

(THEME UP AND UNDER)

MILLER

GOOD AFTERNOON EVERYONE...THIS IS YOUR AFTERNOON EDITION OF THE HOME TOWN FROLIC...BRINGING YOU HILLBILLY TUNES...WESTERNS...NOVELTY TUNES AND POLKAS...AT YOUR REQUEST...TOGETHER WITH TODAY'S ...HOME TOWN NEWS...

✔ 3 TIMES AS MANY FAMILIES per dollar as any New York network station...

✔ *At least* 2 TIMES AS MANY FAMILIES per dollar as any New York independent station!

Another Reason Why...

WAAT delivers more listeners per dollar in North Jersey—***America's 4th Largest Market****—than any other station, including all 50,000 watters!

Source: Pulse of North Jersey and Standard Rate and Data (Excluding talent costs)

WAAT

970 KC
NEWARK, N. J.

******Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.*

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

"THE SELLING POWER IN THE BUYING MARKET"

KWKH

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

Expert Stresses FM's Higher Fidelity

Necessity for Selectivity In AM Receivers Limits

TWO VIEWS of the disputed higher fidelity characteristics of FM have been presented by engineers in BROADCASTING. That there are more than two sides to this question is evidenced by the accompanying letter, which expresses the viewpoint of the manufacturing engineer who looks at the question from its design possibilities. J. E. Brown, assistant vice president of Zenith Radio Corp., is an engineer specialist in FM and television. He was chairman of the IRE-RMA joint meeting at Rochester, N. Y., last Nov. 12-13. In another letter on this page, Robert A. Fox, WGAR Cleveland engineer, cites better signal-to-noise ratio of FM.

Mr. BROWN

EDITOR, BROADCASTING:

I have read with interest the articles appearing recently in BROADCASTING on FM, specifically the one entitled "Engineer Presents FM's Other Side" by Homer A. Ray Jr. and the one entitled "Another Engineer Speaks His Mind" by John Sherman.

Some comments were made in these articles on AM radio receivers which do not adequately and accurately set forth the facts in AM receiver design with respect to fidelity. Actually, the matter of the fidelity of an AM receiver is something which has not changed greatly for many years and the limitations on the fidelity of AM receivers result from circumstances which the receiver manufacturers have taken into account for nearly 20 years. This is simply that the Broadcast Band is allocated with 10,000 cycle channel separations and receivers must be selective enough to separate the channels. There is nothing mysterious about this and wishful thinking cannot change the resultant fidelity picture.

With respect to AM reception, an examination of all widely sold AM receivers whether they be the $20 variety or the $300 variety will reveal a startling similarity in intermediate frequency amplifier selectivity design. It is at this point in a superheterodyne receiver that the necessary selectivity is obtained. Let us make this crystal clear. An intermediate amplifier in an AM broadcast receiver can be widened or narrowed without essentially changing its cost. The question is not one of the use of more expensive components. The question is that when a manufacturer designs a radio receiver for widespread sale over the United States, he must provide in that receiver adequate selectivity to permit the user to secure satisfactory radio reception in the present broadcasting structure, where stations are spaced 10 kilocycles apart. This will automatically limit the fidelity of the receiver to the point where there is essentially nothing left at 5,000 cycles. There is very little out of the receiver at 4,000 cycles.

It has been my observation and I am sure this is not alone peculiar to me that an AM receiver designed for 10,000 cycle reproduction is of little value at night all the year around at distances more than perhaps 10 miles from a 50,000 watt transmitter. Under these circumstances, such a receiver will accept signals from adjacent channels to the extent where the interference is so great that it is not an acceptable article to the user whether he be engineer or the public. It is all very well to have a superspecial receiver at the broadcast transmitter or near it where the signal is strong enough so that it alone is

(Continued on page 42)

WGAR Engineer Cites Better Signal-to-Noise Ratio of FM

EDITOR, BROADCASTING:

Two articles have been published in BROADCASTING on the subject of AM and FM. The first by Homer A. Ray in the July 22 issue and the second in the August 12 issue by John Sherman.

Of the above two articles, Mr. Sherman's is nearer the truth but has passed over some very important features of FM which makes it fundamentally superior to AM. Mr. Ray does not take into account the background noises of the two systems. I would like to recommend to Mr. Ray and to Mr. Sherman also, a very excellent technical analysis of AM and FM prepared by Raymond F. Guy and Robert M. Morris of NBC and published in the October 1940 RCA Review and also issued as a reprint by NBC Engineering Information Service.

One of the important factors which must be taken into account is the "Triangular Noise Spectrum of FM." Since BROADCASTING magazine is not a technical publication it would be out of place to go into a thorough discussion here, but a few figures should be brought out to point out the danger of "general" statements. To briefly state a few figures for comparison of AM andFM, I would like to point out the following:

1. An FM system with a deviation ratio of one has a signal-to-noise advantage of 4.75 db for tube hiss and other fluctuating noises over an AM system.
2. With a deviation ratio of 5 (standard for FM broadcasting) the advantage of FM over AM is 18.75 db.
3. When de-emphasis is used in *both* the AM and FM systems, there is more effective advantage in the FM system. Assuming the standard pre-emphasis and de-emphasis circuits are used, there is an advantage of 7.35 db in the FM system.

FM, therefore, has an advantage of 26 db over AM for tube hiss and other fluctuating type noises. This is a definite figure due to the FM system alone. In addition, there is the advantage of operating on the higher frequencies which gives an advantage during

(Continued on page 42)

MEASURE
YOUR ADVERTISING DOLLAR
ANY WAY YOU LIKE

AS UTAH'S POPULAR NBC STATION
IS YOUR BEST BUY
JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

STABLE *and* DEPENDABLE!

The pound sterling is more than just a unit of currency, jointly with the Bank of England it has become the symbol of financial stability and dependability. "As sound as the Bank of England" is no idle catch-phrase.

In the Baltimore Market, radio time buyers are also familiar with another symbol of stability and dependable results. That symbol is "W-C-B-M" which stands for an effective means of bringing your product to the attention of a large number of listeners and influencing them to buy. "Baltimore's Listening Habit" is not a catch-phrase, but an every day reality to sponsors who are reaping the benefit of WCBM coverage. Here is an opportunity you can't afford to overlook.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

KANS
NBC in WICHITA
KANSAS' No. 1 Market
Represented by
TAYLOR-HOWE-SNOWDEN
RADIO SALES
New York : Chicago : Dallas
Amarillo : Seattle : Los Angeles
San Francisco

WGAR Letter

(*Continued from page 40*)

electrical storms which it is difficult to evaluate in db.

Mr. Ray says he has never seen an AM receiver operate with tone control in the "true high fidelity position that includes 10,000 cycles." He also states that this is the listeners' preference. The reason is the high frequency noise present in the AM system. Noises above 3500 to 4000 cycles are very irritating to the listener but this applies to noise, not musical tones, above these values. In the FM system with a 26 db advantage over this type of noise, the listener need not use the tone control. This is also the reason that transcriptions and recordings never give a true answer when used as a source of program for listener tests.

Sherman Answers

Mr. Ray also states that his transmitter at KIRO is capable of transmitting 15,000 cycles or the equivalent of the FM transmitter. This can very well be true but the listener cannot take advantage of it since all above 5000 cycles, or even less, is lost in tube hiss and fluctuating noise. Mr. Sherman also answers this when he says, "I do not agree that even a good minimum of the percentage of the AM radio receivers in use today are anywhere near flat to 5000 C.P.S. . . ." and also when he states, ". . . the overall frequency response with the tone control in the normal position (using 1000 C.P.S. as reference) is down 3.2 db at 50 C.P.S. and down 14 db at 5000 C.P.S. on the high end . . ." On AM it is not possible to transmit and receive frequencies above 5000 C.P.S. without objectionable high frequency noise except in an area very near to the transmitter where the field strength is high. Therefore the manufacturer builds an AM receiver with a sharp IF to eliminate adjacent channel interference and a drooping audio system to eliminate high frequency noise. The listener goes further and turns down the tone control if he is outside the high field area.

The future, I believe, will prove Prof. Edwin H. Armstrong's FM system to be far superior to the AM system which Mr. James D. Shouse so stoutly defends. Thomas A. Edison opposed the AC power system of George Westinghouse, but the technical advantages triumphed—so will FM.

Robert A. Fox,
Engineering Department,
WGAR Cleveland

August 29, 1946.

Torp Joins Weir

HARRY TORP, formerly of La Roche & Ellis, has joined the marketing department of Walter Weir Inc., New York. He will be in charge of all time and space buying activities. His assistant will be Harry Dain.

NEW 1,000-WATTER on 1270 kc takes the air in October at Lebanon, Pa., industrial and farming center, with call letters WLBR. Founders are H. Raymond Stadiem, president, and Lester P. Etter, secretary-treasurer. At ground-breaking for transmitter were (l to r): Mr. Stadiem; Julian F. Skinnell, manager of programs and operations; M. Leonard Savage, chief engineer; Mayor C. Ray Bell, of Lebanon; H. B. Lau, C. of C.; Chet E. Hagan, news editor; Mr. Etter.

Brown Letter

(*Continued from page 40*)

obtained but this same receiver would be a most unsatisfactory article in general use. Attempts have been made in the past to sell such receivers and not always of the so-called custom built variety. Their lack of success and value is attested by the fact that so far as I know today the only receivers available having broad band characteristics are either special ones built for monitoring purposes or so-called custom built receivers selling at $1,000 or over and including a manual adjustment of intermediate frequency amplifier band pass. The failure of High Fidelity AM receivers to secure public acceptance has been due to their annoying susceptibility to noise and adjacent channel interference. The limiter in the FM receiver eliminates these difficulties and makes high fidelity reception a realizable practical possibility. The difference in hiss level between High Fidelity FM receivers and High Fidelity AM receivers each operating on a received signal is evidence enough to demonstrate the utility of the two receivers.

It is no mere accident that radio receivers as widely sold by all manufacturers today have fidelity characteristics which are so nearly identical and which do not reproduce essentially anything from 4,000 cycles up. This is purely and simply a matter of the broadcasting allocations structure and there can be so far as we know now no essential change in radio receiver design until and unless this structure is changed from its present 10 kc separation.

Let me repeat again, it is not a matter of using more expensive components. The real factor is the essential difference between the fidelity possible in a practical broadcasting allocations structure as now set up for FM and AM. The FM allocations are such that if the receiver manufacturer desires, receivers can be manufactured with fidelity out to 10,000 cycles or more with no fear but that they will be usefully usable in the hands of the general public at any point in the United States that they are used.

J. E. Brown
Assistant Vice President
and Chief Engineer
Zenith Radio Corp.

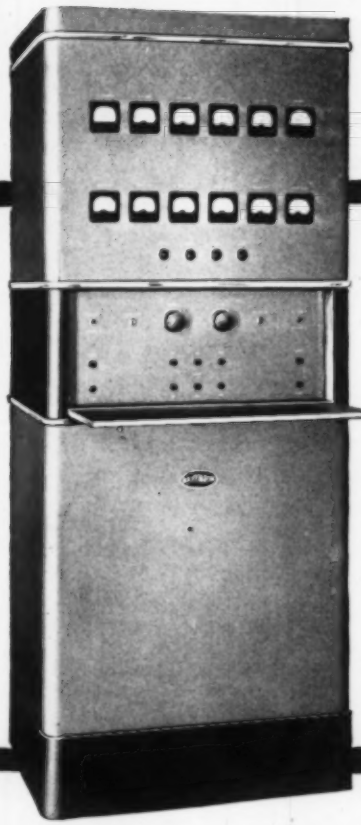
DAR Resolution

DAUGHTERS OF the American Revolution may ask Congress to enact special legislation guaranteeing freedom of radio, Mrs. George Howard, national radio chairman, hinted in an interview Aug. 29. The society affirmed its opposition "to all efforts which would lead in the direction of government censorship, dictation or control of radio programs," and resolved to urge Congress "to enact such legislation as is required to give effect to this affirmation."

PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur with Danceland
10,000 Watts WIBG
REPRESENTED Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

More and More 250 Watt Stations

are being powered by Raytheon



Here's the AM Transmitter that small-station owners are turning to... for its dependable, simpler circuits... its advanced design ...its modern, "dress-up" beauty!

HERE'S WHAT THE SMALL STATION NEEDS!

... Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

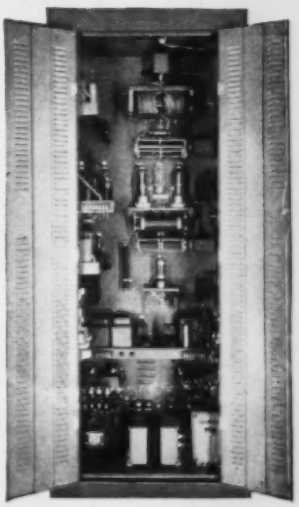
1. **Simplified, More Efficient Circuits** – A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.
2. **Increased Operating Efficiency** – The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.
3. **Greater Dependability** – Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.
4. **Simple, Speedy and Accurate Tuning** – All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.
5. **No Buffer Stage Tuning** – The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.
6. **Silent Operation** – Natural air cooling means no blower noise, permits microphones in same room with transmitter.
7. **Low Audio Distortion** – Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.
8. **Easy Servicing** – Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.
9. **Easily Meets All F.C.C. Requirements** – All electrical characteristics are well within the F.C.C. requirements. Noise level is –60 db below 100% modulation. Frequency response ±1 db from 30 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty . . . beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance . . . its silent operation . . . and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess *all* the facts. Write or wire for our specification bulletin.

RAYTHEON

Excellence in Electronics



RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division, 7517 No. Clark Street, Chicago 26, Illinois

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

ARE YOU SQUEEZING OUT THE BIG OUTSIDE* AUDIENCE

on the Pacific Coast, too?

Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half . . . a C. E. Hooper 276,019 coincidental telephone survey proves it.

Letting the *big outside audience* in on your radio show is plenty worthwhile on the Pacific Coast—these folks spend nearly 50% of the total 9 billions in Pacific Coast retail sales each year. But remember: You can reach them by radio only with Don Lee!

There are four radio networks on the Pacific Coast...all of them cover the *inside*, or seven major metropolitan county areas. Don Lee, however, is the only network with enough stations to deliver the *outside* audience also–an audience just as big and wealthy as the *inside*.

The reason for Don Lee's many stations is geographic. Look at a map and you'll see that most markets on the Pacific Coast are surrounded by mountains–5,000 to 15,000 feet high. The long-range broadcasting of other networks can't reach these markets. Don Lee, luckily for listeners, has a station located *within* every important mountain-surrounded market. There are now 40 Don Lee stations, *more than all other Pacific Coast networks* combined.

It pays to reach the big, prosperous *outside* audience on the Pacific Coast. Do it by putting your radio show on Don Lee, where everyone can hear it. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 5 : SALEM, OREGON

An exclusive Don Lee *outside market*

TOTAL RETAIL SALES $33,530,000

Sales Management, 1946, Survey of Buying Power

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Editorial

Raid-io, CIO Version

COMES NOW the CIO-PAC with 19 transcribed announcements to be broadcast "free" as "public interest" spots by stations.

If the broadcaster refuses to carry—without charge—the announcements, local CIO councils are instructed to remind him that his station is "licensed to serve in the public interest," that the CIO-PAC announcements are in the "public interest."

Failing to bulldoze the broadcaster out of time with that veiled threat, the local CIO council is instructed to file a "vigorous protest" with the FCC against the "offending" station.

Five of the 19 announcements are "musical," recorded by "nationally-known ballad singers Tom Glazer and Peter Seeger in cooperation with Peoples Songs Inc." [NOTE: Any broadcaster—or the CIO, for that matter—may learn about the Messrs. Glazer and Seeger from the House Committee on Un-American Activities (see story page 30)].

The law is specific with reference to political broadcasts. Naturally it was to be expected that the CIO-PAC would claim its activities are in the "public interest." It's in the "public interest" to elect Joe Doakes—so Joe Doakes will tell you.

The CIO-PAC is preparing more announcements on specific election issues. These announcements will provide room to insert "plugs" for local candidates endorsed by the CIO.

Broadcasters should resist efforts of any political organization to wheedle free time under the guise of "public interest." Once the bars are down, the door must be opened wide to all comers, under the law.

Certainly the FCC would not refuse to renew a license for failure to bow to the CIO-PAC—or would it? In such event broadcasters should and no doubt would seek redress on Capitol Hill. There the FCC was created and there broadcasters—not the CIO-PAC—were charged by the Congress with the sole responsibility of programming their stations.

I think that is another basic fallacy in the book (Radio's Second Chance). Radio is not intended to develop local talent. The great social purpose of radio is to bind the world together. The great social purpose of radio is to bring into every community what lies outside. Now, it has a subsidiary function, also, to disseminate local subjects. But that can be done without radio. That can be done in a local hall, with good acoustics. And to exaggerate the local function beyond the truly binding service of radio in making the world a closer place to live in and letting us know about each other seems to me to throw away Marconi's invention.

—Sydney M. Kaye, vice president and general council, BMI, *The Author Meets the Critics*, WQXR New York Aug. 22.

The Surplus Dearth

WE'VE TALKED recently with several Federal Government officials who are handling advertising funds for disposal of surplus property.

All reports indicate that radio is not getting its share of the promotional budgets which have been set aside in various agencies. Officials, commenting on this circumstance, blame radio. They maintain for the most part that broadcasters have not attempted to tailor programs or spot announcements to the peculiar needs of the Federal agencies.

We understand that the Maritime Commission will spend several hundred thousand dollars in the last quarter of this year on advertising. The War Assets Administration already has spent several millions, and several more are earmarked. Some effort is being made in WAA to employ radio in surplus disposal [BROADCASTING, Sept. 2], but the effort is fathered within the agency. Little voluntary help has been offered by broadcasters thus far, it is lamented.

Perhaps the NAB, in the interest of its members, could survey this entire field and come up with a workable plan that would put the full force of radio's selling power behind the Government campaign. Government officials will be receptive—for they still remember the terrific impetus given war bond sales and other war-inspired drives by this medium.

Dispatch from Berlin

A NEWS dispatch from Berlin relates that the American Military Government has set up its own radio station to broadcast to the German people, after having failed to gain its proper vote in the control of Radio Berlin.

This word must have hit with real impact those broadcasters who were fortunate enough to have made the trip to ETO just a year ago under Army auspices. That delegation, accompanied by several communications officers on our Army staff, visited Radio Berlin on Aug. 27, 1945. It was the first time a group of Americans had set foot inside the building since the Nazi surrender. And it probably was the last too.

Radio Berlin was to have been under what was called the "quadripartite" control of the Allies—Britain, France, Russia and the U. S. But the Russians moved in first. Despite the fact that the structure stood in the British Zone of Berlin, and the transmitter in the American, the Russians took complete control, with military guard and all. Evidently, they haven't relinquished it.

In recent weeks, there have been numerous events and incidents which have tended to strain relations between the U. S. S. R. and the U. S. But a year ago, despite the disclaimers of our top brass in ETO, it was evident to most if not all of the Radio Mission that all was not serene.

The Russians didn't want us or the British or the French—their brothers in arms only weeks before—to have a voice in the policy or direction of a broadcast station in a jointly occupied area. For they recognized radio as the most direct means of influencing the mind of man.

Where radio is free, men are free. It works just as surely the other way.

Our Respects To—

ELDON ARTHUR PARK

ALTHOUGH Eldon Arthur Park has in 17 years nimbly bounded up the WLW Cincinnati ladder from part-time odd jobs to administrative responsibility for more than $1,000,000 in annual programming, he rues the toil it took to do it.

"I want to meet that widely-publicized fellow who falls into a puddle and comes up with a handful of gold pieces," he says. "Maybe it happens to others, but not to me—at least not often." To prove it he will tell you about fishing when he was a boy on the banks of the Wabash River.

"I'd get a basketful of fish," he recalls, "but I'd have to stay on the job 16 hours to get it."

In those days for reasons now forgotten he wanted to be a college professor and specialize in mathematics. This ambition refused to leave him even after finishing high school at Montpelier, Ind., where he won letters in track, baseball, basketball and football. In 1924 he acquired a crystal set and tuned in a far-away station in Cincinnati, but the professorial call was still stronger than WLW's signal, and young Park went off to DePauw University to study liberal arts.

That did it. The following year he gave up the teaching idea and enrolled in business administration at the University of Cincinnati.

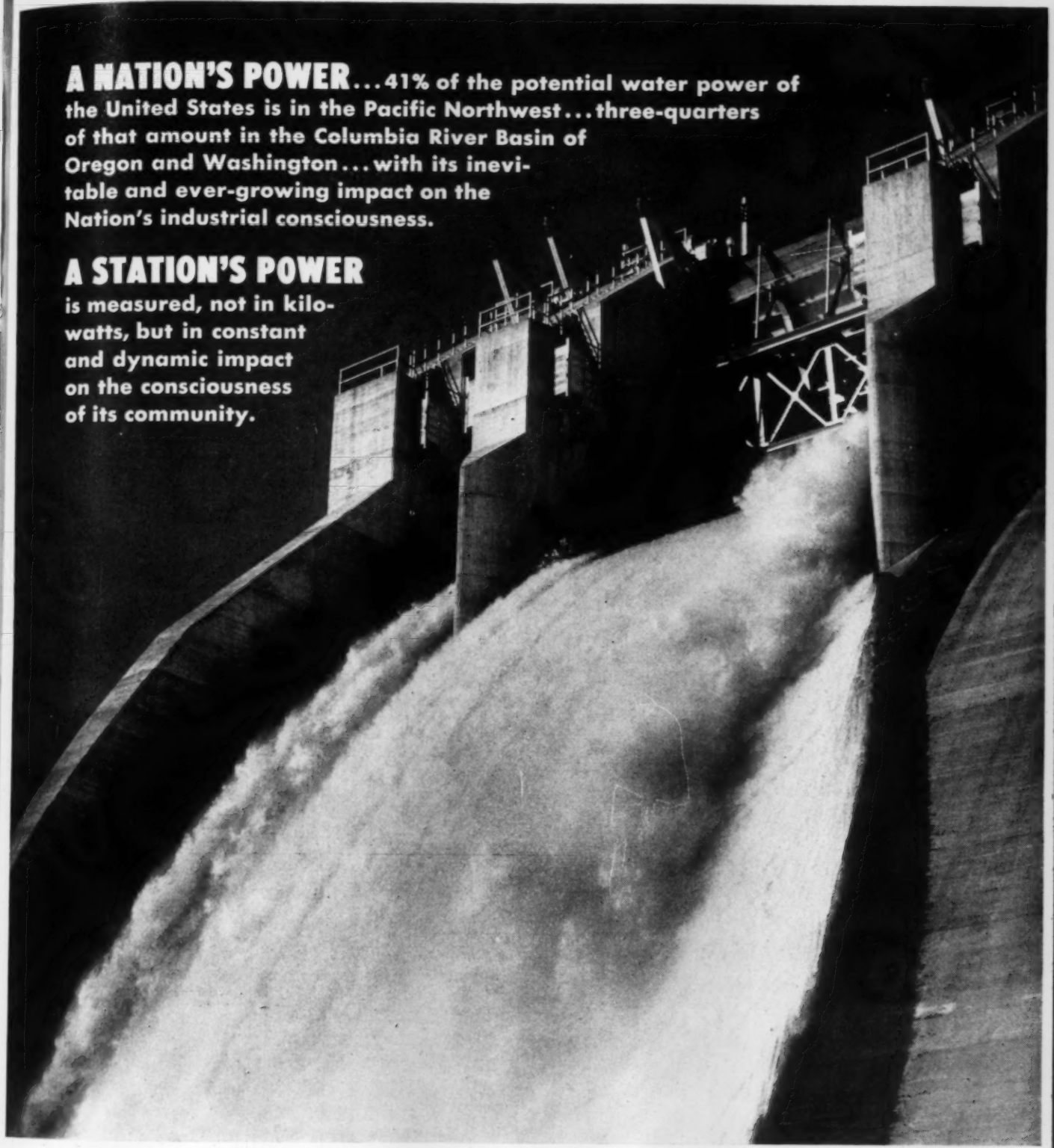
Mr. Park had been born in Bluffton, Ind., in 1909, and since he was now 20, that made it a bad year to launch a business career—or to study business administration in the expensive collegiate manner. But as a youth who had learned to catch fish the hard way, he met the issue.

In addition to co-op jobs at W. E. Hutton and Co. (as a special accountant); Paramount Pictures (cashier at a branch exchange) and Procter & Gamble (as a cost accountant), he took on extra night and week-end work at WLW, setting up a guide service, handling the reception desk, and answering mail from listeners.

Although this seems a stiff schedule, Mr. Park is glad of it now, for it gave him a chance to learn radio from the inside. His first brushes with a microphone came when he helped Little Jack Little on his mythical *Nightclub of the Air*, reading announcements and requests and doing other odd jobs in the postmidnight periods that were supposed to be after working hours. He made friends with Jane Froman, Singin' Sam, Ford Rush and Eddie Byron, who were then at WLW.

When he finished college in 1933, Mr. Park went to work as assistant traffic manager for

(*Continued on page 48*)


A NATION'S POWER... 41% of the potential water power of the United States is in the Pacific Northwest... three-quarters of that amount in the Columbia River Basin of Oregon and Washington... with its inevitable and ever-growing impact on the Nation's industrial consciousness.
A STATION'S POWER
is measured, not in kilowatts, but in constant and dynamic impact on the consciousness of its community.

A *Marshall Field* STATION

KOIN

PORTLAND OREGON

CBS

LEWIS H. AVERY, Inc., National Representative

Respects

(*Continued from page 46*)

the station. By 1936 he had become program co-ordinator of the WLW Line, which fed programs to 37 stations. The next year he was made program director and had a hand in developing shows for the "Smoothies" and others on the way up.

When Jim Shouse and Bob Dunville came over from St. Louis to the Crosley Stations in late 1937, they sized up the 35 shows a week being originated at WLW for NBC and decided that a full-time supervisor of these was needed. They chose Eldon Park. He went to New York to take special training for the job, where he met the acid test on a Sunday afternoon. In charge of production of a full-hour *Magic Key* show he tried to take it into the scheduled rehearsal room, but found Toscanini there conducting a rehearsal with the NBC Symphony. The maestro ran over his time and cooly declined to depart. Mr. Park perspired, but finally got the room—and a scant 45 minutes rehearsal time—before actually putting his hour show on the air.

When he went back to Cincinnati as NBC district supervisor, programs from there went out over the network with never a hitch. They included: Red Skelton's *Avalon Time*, Tums' *Vocal Varieties, Smoke Dreams, Plantation Party* and *Uncle Walter's Doghouse*.

Poor health in 1940 prompted Mr. Park to take a long vacation in California and the Canadian Rockies. When he returned he became assistant sales manager of WLW. Next year he was called into Army service as a captain, but received a medical discharge later. He was next sent to New York as an account executive for WLW, but in 1944 returned to Cincinnati as assistant general manager. Last year he was placed in charge of WLW programming.

The 17 years of radio have nowise dimmed his enthusiasm or drive. He likes radio today better than in the old family-size days, but is faintly nostalgic for the clowning that used to go on.

"There was the time the *Mary Sothern* show went on the air with only eight pages of a 12-page script," he remembers. "The writer sat in the control room and typed like crazy on the last four pages, slipping them under the door to the director one at a time. Why more people didn't get ulcers, I don't know."

For fun in the future, Mr. Park looks forward to an upcoming trip around the world with his brunet wife, Eleanor, and son, Dick, aged five. Vacations meantime take him yearly to a cottage at Northport, Long Island.

Mr. Park is strong for never giving a newcomer the brushoff. Looking back over the roster of stars, he has a ready comment, "There are more where they came from."

Tom Revere Appointed As Donahue & Coe V-P

TOM REVERE has been named vice president and chairman of the Plans Board of Donahue & Coe, New York agency, according to President E. J. Churchill.

Mr. Revere

For the last four years he has been vice president of Ted Bates Inc. For 11 years prior to that connection he had been with Benton & Bowles as vice president in charge of radio.

KORN Sale Pending

APPLICATION for sale of KORN Fremont, Neb. to Inland Broadcasting Co. (KBON Omaha) has been placed in FCC pending file along with Inland application for new 100-w Fremont station, Commission announced Aug. 30. Action followed denial of Inland petition to consolidate applications for hearing with third request on which both are contingent: Inland application to move KORN from Fremont to Lincoln, now awaits further hearing with several other 1400 kc applications. Sale application would transfer KORN from Nebraska Broadcasting Co. to Inland for $20,000 [BROADCASTING, March 18].

Upcoming

Sept. 9-10: NAB Small Market Stations Executive Committee, Statler Hotel, Washington.

Sept. 9, 16, 23: BMB Pre-Publication Clinics, WGN Chicago.

Sept. 11: Brand Research Foundation regional meeting, San Francisco.

Sept. 17: 15th Annual Meeting of Controllers Institute of America, NBC studios, New York.

Sept. 18-20: American Assn. of Agricultural College Editors, radio meeting, Auburn Ala.

Sept. 19-22: Affiliated Advertising Network annual meeting, Salt Lake City, Utah.

Sept. 28: Five-Power Telecommunications Conference (U. S., U. K., France, China, U. S. S. R.) Moscow.

Sept. 28-29: AWD Second District meeting, DeWitt Clinton Hotel, Albany, N. Y.

Sept. 28-30: Radio Conference, Stephens College for Women, Columbia, Mo.

Sept. 30-Oct. 6: Inter-American Broadcasting Conference, Mexico City.

Oct. 6-9: Advertising Specialty National Assn., Palmer House, Chicago.

Oct. 7-10: Financial Advertisers Assn. National Convention, Fairmont Hotel, San Francisco.

Oct. 10-11: Television Broadcasters Assn. second video conference, Waldorf-Astoria, New York.

Oct. 21-23: School Broadcast Conference, Hotel Continental, Chicago.

Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.

Nov. 15-16: Kentucky Broadcasters Assn., general membership meeting, Lafayette Hotel, Lexington, Ky. (postponed from Oct. 8-9).

Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.

MANAGEMENT

RANDY BLAKE has resigned as program director of WJJD Chicago to become assistant to **KENNETH W. CHURCH**, vice president and general manager of WCKY Cincinnati. He is succeeded at WJJD by **HAROLD HUGHES**, former assistant station manager and chief of production of KOIL Omaha. Mr. Hughes has been in radio since 1924 as singer, announcer, producer and station manager.

Mr. Blake

ED YOCUM, general manager of KGHL Billings, Mont., has been elected president of the Montana Classic Bowling League, with **MAURICE ENRIGHT**, KGHL sports and news editor, elected secretary-treasurer.

E. K. HARTENBOWER, general manager of KCMO Kansas City, is on his annual fall trip to Chicago and New York to confer with network officials. He will return to Kansas City about the third week of September.

SAUL HAAS, chief owner of KIRO Seattle, Mrs. Haas and Abe Fortas of Arnold & Fortas, counsel for KIRO, were guests of President Jesus Pinero of Puerto Rico and Secretary of the Interior Krug at the inauguration Tuesday of President Pinero at San Juan.

BEN B. BAYLOR Jr., assistant general manager and commercial manager of WMAL Washington, was in Hollywood last week coordinating eastern broadcast of Washington Redskins-Los Angeles Rams football game. He departed for Denver yesterday (Sept. 8) to handle arrangements for game there with Green Bay Packers.

Buttedahl Named

O. J. BUTTEDAHL, formerly chief of press and radio for the Bureau of Reclamation in the Dept. of Interior, has joined National County Agent News Syndicate, Philadelphia. Announcement by Samuel L. Veitch, NCANS president, stated Mr. Buttedahl is now Washington editor of *Your Farm Neighbor Program*, an exclusive service of the syndicate. A native of North Dakota, Mr. Buttedahl also has served with the War Relocation Authority, Washington.

Mr. Buttedahl

When you buy

NBC

be sure you get

KOH

RENO, NEVADA

Serving Wealthy Western Nevada

Paul H. Raymer Co., National Representatives

1000 Watts 630 Kilocycles

BEST 50,000 WATT BUY OF THE WEEK

Jovial early-morning entertainer with a 10 year reputation for bringing results.

ART BROWN

Available on participation basis

WHN NEW YORK Rep. by RAMBEAU

What a SALES TARGET!

WORCESTER PAYROLLS

UP 148%

OVER 1939

The diversity of Worcester's industries, shorn of war contracts before 1945 was half over, but with manufacturing payrolls 148% greater than in 1939, again reflects the importance of Worcester as a market. This phenomenal rise in wages accounts for Worcester's retail sales of $152,527,000* in 1945 — an all-time high of $777 per person — far above the national average of $550. Hit this sales target with WTAG, the greatest selling voice in this prosperous Central New England market. WTAG has more listeners than all other stations heard in the area combined.

Business Bureau, Worcester Chamber of Commerce

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC
5000 Watts

28,000 STUDENTS ARE HARD TO SATISFY

BUT -

KTBC programming attracts a loyal student following in Austin, the educational center of the Southwest. 28,000 students demand and receive the best from . . .

KTBC

THE PUBLIC SERVICE STATION IN AUSTIN, TEXAS

NOW OPERATING ON

5000 WATTS

590 ON YOUR DIAL

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN

BMB Radio Sales CBS

New York Ad Club Plans On Previewing Facsimile

A PREVIEW of facsimile transmission will be given to members of the Advertising Club of New York at the first celebrity luncheon of the year to be held Sept. 18 at the club's temporary headquarters, 30 East 37th Street.

John V. L. Hogan, president of WQXR New York, and head of Radio Inventions Inc., New York, will address the luncheon meeting on "Facsimile Broadcasting and Post-War Selling," in conjunction with the demonstration which is being sponsored jointly by Radio Inventions and WOR New York.

The Advertising Club's weekly bulletin which will be printed on receivers located in the clubhouse, will be transmitted from Radio Inventions Inc., located at 155 Perry St., downtown New York, to WBAM New York, WOR's FM station, at 444 Madison Ave., and from there to the Advertising Club.

Contract Form of NAB Pends AAAA Approval

APPROVAL by the American Assn. of Advertising Agencies is awaited by the NAB Dept. of Broadcast Advertising before mats of the standard spot broadcasting contract forms go out to stations. Distribution of mats was authorized at the August meeting of the NAB board following approval of contract provisions by a joint NAB-AAAA committee.

Though the AAAA Timebuyers Committee has approved the joint committee's contract form, approval of the AAAA's Agency Advisory Committee and the AAAA board was awaited. The board is scheduled to meet Sept. 24. When final AAAA sanction is received NAB will mail the mats, according to Frank E. Pellegrin, director of broadcast advertising.

Convention Delegation Chosen by Petry & Co.

EDWARD PETRY & CO., New York, will send the biggest delegation in the history of the company to the first post-war NAB convention in Chicago, it was announced last week.

Petry representatives at the convention will be: Edward Petry, Henry I. Christal, H. E. Ringgold, V. F. Righter, Irvin Gross, John E. Harrington Jr., James O. Parsons, Edward Voynow, John Ashenhurst, James Thompson, Buell Herman, Louis Smith, Chester Matson, Earle H. Smith, William Cartwright, George Kercher, Charles F. Grisham, James G. Sandison and Mason McGuire.

"It is obvious that this first post-war meeting of all elements of the broadcasting industry will be a most important and significant convention," Mr. Petry said.

AGENCIES

REID LIGHTON, who after discharge from the service returned to the NBC market research department, has been appointed radio director of Seidel Adv., New York.

KUDNER AGENCY, New York, Oct. 1 opens offices at 436 A. G. Bartlett Bldg., Los Angeles, in addition to its San Francisco headquarters. Effective Oct. 1 the agency will handle the advertising for the Fruehauf Trailer Co. of California for Schipper Assoc., Los Angeles. **ROY H. COMPTON**, who has been in charge of advertising service for the trailer company, will continue in this same capacity for Kudner.

BILLY WILGUS, producer of J. Walter Thompson Co., New York, has been shifted to Hollywood and assigned to CBS "Dinah Shore Show" starting Sept. 18.

KERMIT RICHARDSON, recently Army released, and **ALICE GARDNER**, formerly of Advertising Counselors, Phoenix, have joined the production and copy staff respectively of Pardee, Cash & Associates, Hollywood agency.

REINHART KNUDSEN, separated from Army, has rejoined Portland staff of Botsford, Constantine & Gardner.

RALPH WHITMORE, radio director of The Tullis Co., Los Angeles, and **CAROLYN WILTON** were married in Westwood, Calif., Aug. 30.

W. G. ROSENBERG has resigned as radio director of Les L. Finkle Assoc., Los Angeles.

MYRON (Mike) DUTTON, Army veteran, has been assigned Hollywood producer of J. M. Mathes Inc., New York, on CBS "Sparkle Time" starting Oct. 3. Featured will be Meredith Willson and orchestra. Sponsor is Canada Dry Ginger Ale Inc.

CARLTON ALSOP has resigned his MGM production post to head Hollywood office of Kastor, Farrell, Chesley & Clifford at 6331 Hollywood Blvd. Telephone is Hollywood 8148. Mr. Alsop also will produce NBC "Drene Show with Don Ameche" starting Sept. 8.

VIC McLEOD has joined J. Walter Thompson Co., Hollywood, as writer on NBC "Tommy Dorsey Show." He replaces **BUD PAGANUCCI**.

GLENN WHEATON has been signed to write CBS "Tony Martin Show" for Foote, Cone & Belding, replacing **ELON PACKARD** and **STANLEY DAVIS**.

FRANK BROMBERG, former vice president of Ellis Adv., New York, has joined Rodgers & Brown, New York, as general manager and account executive.

SAMUEL LEDDY, formerly with Small & Seiffer, New York, in a research capacity, has been appointed media director of the agency. Mr. Leddy returned to Small & Seiffer last January after serving with the armed forces.

HARRY RAUCH, New York publicity director of Young & Rubicam, is in Hollywood for month conferring on West Coast aspects of agency clients with. **MILTON SAMUEL**, Pacific Coast publicity director.

STANLEY E. WEISS has been named assistant production manager of H. M. Gross Co., Chicago. He formerly was head of the production control department of Pabst Sales Co. and most recently with Phil Gordon Agency as head of production department.

EDMUND ROGERS Jr., after a year and a half overseas service, has joined the research staff of Gray & Rogers, Philadelphia. He has received his degree from the U. of Pennsylvania.

GREY ADV., New York, is conducting special courses in various phases of advertising for the benefit of veterans who have joined agency and as refresher for other agency personnel. Included in courses is "Place of Radio and Video Advertising."

ARTHUR TERWILLIGER has resigned as production manager of Check Chart Corp., Chicago, to become member of the production staff of Klau-Van Pietersom-Dunlop Assoc., that city. He has been in advertising since 1929. Also added to agency's production staff is **JAMES BATTONI**, active in Milwaukee advertising for more than 10 years.

NORMAN ROSEN, formerly with the radio division in charge of television, J. Walter Thompson Co., New York, has joined Richard & Gunther, New York, as account executive.

HOWARD B. ERVIN, formerly in the traffic department of Young & Rubicam, New York, has joined Hanly, Hicks & Montgomery, New York, as traffic manager.

MIMI MARGO, radio director and timebuyer of Moselle & Eisen, New York, has been appointed head of the agency's newly formed publicity department.

ROBERT L. RICHARDS, formerly on staff of Philadelphia Inquirer, has joined Kemmerrer Inc., Hollywood agency, as production manager.

DICK CREAMER, former executive of BBDO San Francisco, assigned to Standard Oil Co. account, has joined McNeill & McCleery, Los Angeles, as account executive.

GENE BIGGS and **JOY WRIGHT**, formerly of Lynch Adv., Portland, Ore., and Giezendanner Adv., Houston, Tex., respectively, have joined Morgan Adv., Phoenix, Ariz.

WILLIAM M. SPIRE, former vice president and a member of the plans board of Ruthrauff & Ryan, New York, has joined Sullivan, Stauffer, Colwell & Bayles, New York, as a member of the SSCB plans board.

HOWARD KETTING, vice president of Ruthrauff & Ryan, Chicago, and executive on Wm. Wrigley Jr. Co. account, is in Hollywood for 10 days conferring on fall plans for CBS "Gene Autry Show."

NBC

in the Triple Cities

Binghamton • Johnson City • Endicott

It's Always a Good Bet

To Put your Money on the

WINR

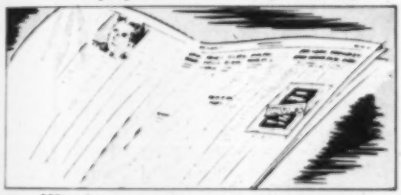
BINGHAMTON, N. Y. HEADLEY-REED, National Representatives

HOW TO SPEND $10,000 FOR A BIRTHDAY!*

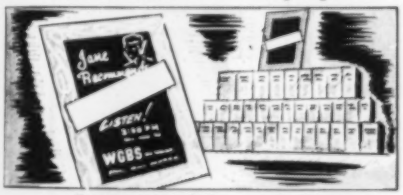
JANE BUTLER
Director of JANE RECOMMENDS

Radio promotion

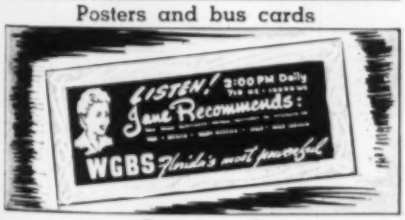
Newspaper ads and publicity



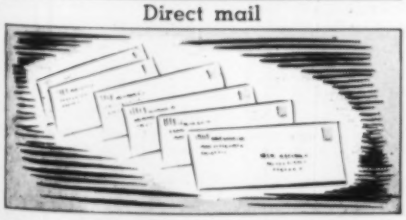
Window cards and display



Posters and bus cards



Direct mail



* JANE RECOMMENDS—the WGBS woman's program—this month marks its Tenth Anniversary of leadership—a new all-time record for a personality program in South Florida.

JANE RECOMMENDS Month on WGBS is a tribute earned by ten years of helpful service to women. And ten years of service to advertisers, too, some of whom have used it daily for as long as eight years.

JANE RECOMMENDS, heard five times weekly at 2 p.m., is celebrating its birthday with the greatest audience promotion effort ever achieved in South Florida, a $10,000 campaign. Join the party now and let JANE RECOMMEND your product to her loyal and growing audience.

10,000 WATTS - 710 KC

WGBS

Florida's most powerful

MIAMI

ABC - A FORT INDUSTRY STATION
REPRESENTED BY THE KATZ AGENCY

ONCE ZBM takes a product on tour there's no relaxing. Even *Holiday* magazine says "Wide-awake Bermuda—tourist trade miraculously revived."
That's one reason 60 local accounts started with ZBM in May—why 60 more joined since. ZBM's 250-watts is the only adequate radio coverage of 38,000 * Bermudians. Consequently they listen closely, respond keenly to the ABC, MBS and local shows carefully designed for Bermudians.
Bermuda is leased to U. S. for 99 years. U. S. products and influence are growing. It's virtually untapped. A tidy little market spending 17 millions yearly for U. S. imports. For YOUR product?

* Including Kindley Field and U. S. Naval Base.

Only ZBM (250 WATTS) Covers Bermuda
ABC • MBS
National Representatives
JOHN BLAIR — United States
HORACE STOVIN — Canada

KFMJ TULSA PLANS TO OPEN OCTOBER 20

THE NEW KFMJ Tulsa, licensed to the Fred Jones Broadcasting Co., expects to get under way about October 20, it was announced last week by Lawson Taylor, general manager. Fred Jones, the licensee, is one of the largest Ford dealers in the country, with operations in Oklahoma City and Tulsa, and is also in the oil, hotel, ranch, drilling rig and other pursuits. The new station is assigned to 1050 kc with 1000 watts, daytime operation.

Mr. Taylor, former commercial and assistant manager of KTUL from 1935 to 1941, was released from active status in the Army Air Force as a major last November. He had entered military service in 1941 as an officer candidate. Prior to joining radio, he was a weekly newspaper publisher in Sand Springs, Okla., and before that had served from cub reporter to managing editor. He had worked on the staffs of the *Fort Worth Star Telegram, Daily Oklahoman, Kansas City Journal Post, Chicago Daily News,* and *Christian Science Monitor.*

Assistant general manager of the KFMJ is Tom Johnson, who was separated from the Army last year as a lieutenant colonel, specializing in motion pictures and radio in the Quartermaster Corps. Mr. Johnson formerly was commercial manager of KOMA Oklahoma City, and in the motion picture distribution field.

IN CHATTANOOGA
THE OUTSTANDING STATION FOR 21 YEARS HAS BEEN
WDOD
first in ADVERTISING LISTENER ACCEPTANCE PUBLIC SERVICE
CBS
5,000 WATTS DAY AND NIGHT
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

PRODUCTION

JOHN MELVILLE, former announcer of WSBA York, Pa., and WDAS Philadelphia, has been named chief announcer-news editor of WNOC Norwich, Conn.

JOHN WILEY, former publicity director of Lockheed Business Enterprises, has joined CBS Hollywood production staff. He replaces BOB RICHARDS who shifted to Foote, Cone & Belding Hollywood publicity department.

FRED BARR, WWRL New York program director, has been named to publicity committee of the American Social Hygiene Assn. campaign for New York City.

FRED SHAWN of NBC program department is the father of a girl born Aug. 27. Baby has been named Shirley Helene.

FRANK JOHNSTONE, formerly with OWI, has joined KFRC San Francisco as announcer.

LOUISE PECKMAN has been named production and musical director of KICD Spencer, Iowa. She previously was publicity director of KSCJ Sioux City, Iowa.

GENE BOLLINGER has resigned from the announcing staff of WLAT Conway, S. C., to enter U. of North Carolina. JIM ESTES has returned to station as announcer and sportscaster. ED BROWNING Jr. has been named program director of WLAT.

DONALD ROBERTS, discharged from AAF, has joined announcing staff of KFXJ Grand Junction, Col.

WILLIAM McGRATH, 19-year-old tenor who last year won Buffalo Evening News-WBEN voice contest and an eventual WBEN Buffalo contract as star of "The Frontiersmen," Thurs. 7:30 p.m., has been awarded a scholarship to Juilliard School of Music, New York. Frontier Fuel Oil Corp. is sponsor of the WBEN program.

ALUN WILLIAMS, New York freelance announcer, has been assigned announcer on new U. S. Rubber Co.-Encyclopedia Britannica television series on WABD New York. He formerly had been with KYW Philadelphia.

Busy Hart

LET'S FACE IT! How much can a man do in 58 minutes? According to press-agent of KFWB Hollywood, Maurice Hart, record m.c. of "Start the Day Right," on one program answered 83 telephone calls and acknowledged names of callers on the air. He played 12 records completely, gave 15 time checks, played four transcribed announcements, ad-libbed five live announcements. Also had his secretary read and criticize four letters from listeners over the air. Between times he ate one peach, one donut and drank two cups of coffee before signing off.

BING GILMORE, former AAF pilot who flew the "hump" in the CBI theatre, is back on the job as announcer at KOMA Oklahoma City after an illness which kept him hospitalized several weeks.

KURT WEBSTER, released from the service, has returned to WBT Charlotte, N. C., to resume as m.c. of "Midnight Dancing Party," Mon. through Sat. 11:30 p.m.-1 a.m. Mr. Webster has been named "Night Mayor of Charlotte" by Mayor Herbert H. Baxter.

DENNIS SWEETING, discharged as a major from the Canadian Army after six years of services overseas, has joined the announcing staff of CBR Vancouver, B. C.

WILLIAM HERBERT, announcer of CBR Vancouver, B. C., is father of a girl, Bridget Ann.

BILLY MAY has been re-signed as musical director of CBS "Adventures of Ozzie & Harriett."

ARTIE PHILLIPS has been made head writer on CBS "Maisie" program, with RUSSELL BEGGS assigned as assistant.

WILLIAM ROBSON, CBS Hollywood producer-director, is in New York conferring with DAVIDSON TAYLOR, director of programs, on plans for two 90-minute CBS promotional programs scheduled to originate from those cities on Sept. 22 and 29.

RUSSELL NAUGHTON, announcer at WDRC Hartford, Conn., has been assigned m.c. of afternoon "Music Off the Record Club" program.

ALAN GANS, announcer for KYW Philadelphia, has returned to that station after a tour in summer stock which took him through New York, Pennsylvania, Virginia and Maryland.

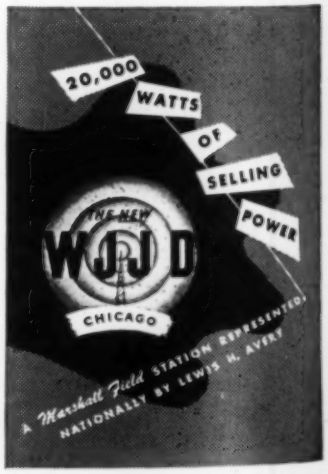
GORDON HAWKINS, education and program director of Westinghouse Radio Stations with headquarters at KYW Philadelphia, has been re-appointed instructor in radio at the U. of Pennsylvania School of Education. This will be Mr. Hawkins' third consecutive year, and is an expansion of the teaching plan he developed and gave at the KYW Summer Radio Workshop to faculty members of all schools in Philadelphia's area.

New Format Is Adopted On MBS Crime Series

INITIAL broadcast of the new MBS series *Crime, Causes and Prevention,* which starts Sept. 12, will be a full-hour program with the first half-hour devoted to talks by a group of qualified authorities in the field of crime prevention.

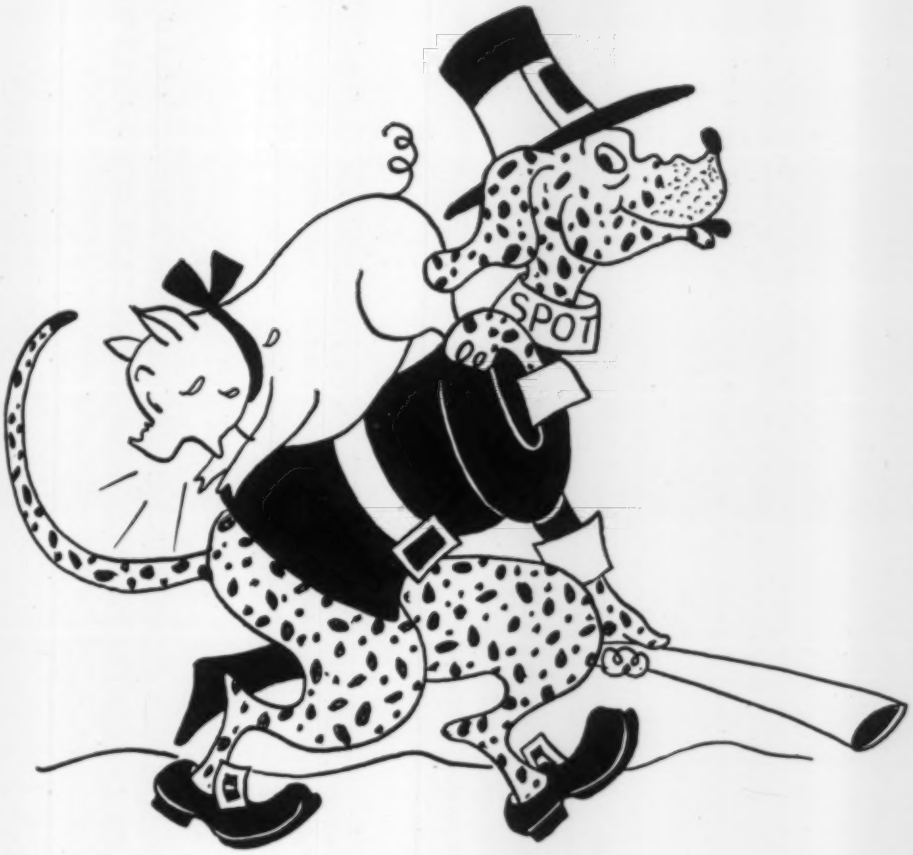
The second portion will consist of a dramatization of a typical criminal act, followed by an interview with the criminal and a panel discussion in which guests will discuss the case and answer questions from members of a selected audience, chosen from groups who have indicated interest in the problems of crime prevention and juvenile delinquency. Format for the last half of this program will provide the basis for subsequent programs to be heard Thursdays, 10:30-11 p. m.

The entire series is being presented in cooperation with the Society for the Prevention of Crime, and Edwin J. Lukas, executive director of the society, will introduce the program and conduct an interview with the convict whose criminal act is the subject of the dramatized portion of the show.



Time Buyers!

"Spots" PROGRAMS BRING HOME THE BACON!



• According to "Spot" these 11 programs do three things to bring home the bacon for your clients:

They have audience appeal. Look them over. These are smartly planned programs that people listen to—and keep listening to.

The audience is big. Fact is, 57% of American radio homes are covered by these eleven key NBC "SPOT" stations.

The audience has money. To be exact, it has 34.2% more spending power than the U. S. average.

No wonder these programs bring home the bacon. Let them bring some for your clients. But don't dally. *This* kind of bacon goes fast.

WBZ . . . . . Boston
"The Serenader"—Art Amadon, a unique song stylist, backed by the popular Melodeers, offers a fast-moving and entertaining program. *6:30-6:45 pm, Tuesday and Thursday.*

WGY . . . . . Schenectady
"Silver Strings"—an eight-piece string and woodwind group, specializing in appealing arrangements of semi-classical music, has been a WGY program highlight for over 20 years. *7:30-8:00 pm, Monday.*

KYW . . . . . Philadelphia
"Saturday Songshop"—a delightful quarter-hour of sparkling banter and sprightly music with the 'proprietors of song'—Penny Reed, Mary Lou Howard and Phil Sheridan. *6:30-6:45 pm, Saturday.*

WRC . . . . . Washington
"The Veterans' Adviser"—Commander Ty Krum, whose newspaper syndicated column is read by millions of veterans and their families throughout the U. S., is admirably qualified to advise veterans on their benefits and affairs. *10:15-10:30 am, Sunday.*

KDKA . . . . . Pittsburgh
11:05-11:15 PM News—Exceptionally popular newscast, as proved by mail response, offers established audience provided by some of NBC's top network shows. *Monday thru Saturday.*

WTAM . . . . . Cleveland
"Ed Wallace, news commentary"—for over two years this late evening analysis has enjoyed a large following. *11:05-11:15 pm, Mon. thru Fri.*

WEAF . . . . . New York
"Hi Jinx"—A new morning program starring Jinx Falkenburg, the All-American Girl, and her better-half, erudite Tex McCrary. Interviews with guest celebs, and interesting people of all types, enliven their already popular show. *8:30-9:00 am, Mon. thru Sat.*

WOWO . . . . . Fort Wayne
"Farm Market Analysis"—offers time for two potent sales messages nightly to any client with product or service for the farmer. *6:10-6:15 pm, Mon. thru Fri.*

WMAQ . . . . . Chicago
"The Food Magician"—Osborne Stearns, in a genial and easy style, takes up the romance of food on this new and unique participation show. *11:00-11:15 am, Monday thru Friday.*

KOA . . . . . Denver
"Skyline Sports"—Sports highlights, of national and local interest, reported to listeners in the Rocky Mountain Region by ace KOA Sportscaster, Starr Yelland. *6:30-6:45 pm, Thursday.*

KPO . . . . . San Francisco
"Larry Smith"—his daily news analysis captures a large and loyal audience in the Bay Area. *9:30-9:45 am, Mon., Wed., and Fri.*

Programs above are of course subject to prior sale.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Main 6211 . . . Boston, Hancock 4239

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

Owners of Liberty Seek New Outlets

Applicant to Buy WOOD Also Asks Two Michigan Grants

A CONTEMPLATED expansion of holdings by Liberty Broadcasting Corp., which is seeking to buy WOOD Grand Rapids from ABC for $850,000, was seen last week when its owners applied to FCC for new local stations in Holland and Benton Harbor, Mich.

Simultaneous with the applications filed by Roy C. Kelley, George S. Norcross and Ray M. Veenstra, president, vice president and secretary-treasurer of Liberty, respectively, the Commission reported a competing application for Holland filed by Ashbacker Radio Corp., licensee of WKBZ Muskegon, Mich. At the same time Ashbacker also applied for a new station at Manistee, Mich.

Messrs. Kelley and Veenstra, equal owners of Liberty, and Mr. Norcross, as an equal partnership under the name of KVN Co., stated that in the event of station grants, the two licenses would ultimately be assigned to Liberty. Applications for the acquisition of WHLS Port Huron, Mich., for a total price of $300,000, and a new station on 1490 kc in Muskegon by Messrs. Kelley and Veenstra, are now pending before the FCC. Construction costs for the Holland and Benton Harbor stations were estimated at approximately $21,240.

Ashbacker Radio Corp., 100% controlled by Grant F. Ashbacker, and KVN both applied for 1450 kc in Holland: Ashbacker with 100 w power, KVN with 250 w, both for fulltime. Ashbacker's Manistee station would operate on 1490 kc with 250 w fulltime, contingent upon grant of switch to 1230 kc by its Muskegon outlet, WKBZ, which is now on 1490 kc. Proposed KVN Benton Harbor station is for 1240 kc, 250 w unlimited hours. Ashbacker estimated construction costs at $23,600.

CRC Announces Agenda For Cincinnati Meeting

THE COLUMBIA Recording Corp., New York, on Sept. 23 and 24 will hold its sales convention at the Hotel Gibson, Cincinnati.

In addition to company officials, executive and sales personnel from the 47 Columbia distributors, many Columbia records stars have made reservations for the two-day meeting, it was announced by Paul Southard, vice president in charge of sales and advertising.

On the agenda for the convention is an outline of Columbia's advertising plans by Jim Flora, advertising manager, and representatives from McCann-Erickson, firm's agency, and an announcement of Columbia's new publicity program by Wayne Varnum, director of publicity.

ALLIED ARTS

R. K. SCOTT, Charlotte, N. C., has been appointed sales representative in southern Atlantic states for Charles Michelson Inc., Boston, transcription firm. In radio for several years, Mr. Scott formerly was with WIBG Philadelphia and more recently with WAYS Charlotte as head of commercial department and handling special assignments.

GORDON BUCK, for a year with C. E. Hooper Inc., has reopened his own radio audience measurement office at 64 E. Jackson Blvd., Chicago. He was previously with A. C. Nielsen Co. and Industrial Surveys.

ORODEL RADIO FEATURES, New York, has placed its "Baby Days" transcribed series on WTAG KROD CKCW.

KASPER-GORDON, Boston, has started production of new transcribed musical series, "The Family Album." There are to be 280 quarter-hour episodes.

M. K. (Vic) VICKREY, released from the Navy as lieutenant commander, has been appointed field representative of SESAC. Until 1942 president and general manager of WMSL Decatur, Ala., he will contact stations in the South on performance licenses, music requirements and SESAC transcribed library service. Mr. Vickrey will work under supervision of **KOLIN HAGER**, former manager of WGY Schenectady, N. Y., who joined SESAC last May as assistant to the president. **PAUL HEINECKE**. **JACK TALLCOTT** has been added to the New York office of SESAC as assistant to **ROBERT STONE**, director of the program service department. Mr. Tallcott formerly was in charge of NBC record library in New York. He is AFRS veteran.

Mr. Vickrey

JACK STEWART, for three years on staff of William Morris Agency, Beverly Hills, Calif., has joined Art Rush Inc., Hollywood talent service and has been assigned to radio as well as motion picture division. He continues as program consultant to Don Lee Broadcasting System on television.

WALLACE M. KUNKEL, formerly with McCann-Erickson and M. H. Hackett Co., has joined O'Brien & Dorrance, New York, as account executive and assistant copy chief. **JOSEPH FAZIO**, previously with Hillman Periodicals, becomes art assistant to **HARRY F. O'BRIEN**. Promotion service firm plans to enlarge its quarters at 93 Park Ave.

BERT PRAGER has become associate of James L. Saphier Agency, Hollywood talent service and program packager.

MORTON GARBUS, attorney, has been made president of ARA Inc., Beverly Hills, Calif. record manufacturing firm taken over by new financial group. He succeeds **MARK LEFF**. Under new setup all executive personnel will be retained with **BOB APPEL** continuing as assistant to the president; **SHELBY YORK**, vice president in charge of sales; **LOU BRING**, musical director; **DAVID GOULD**, head of talent; **BRUCE ALTMAN**, director of sales promotion; **ELBERT LEW**, art director, and **IRVING ZEITLIN**, comptroller.

FRANK B. EDWARDS has been appointed account executive of Harry Coleman & Co., Chicago public relations counsel. Before entering Army in 1942 he was with Harry E. Caylor, public relations, for four years.

VAL BROWNE, announcer at KFWB Hollywood, has been signed as programming director for 20th Century Records, Hollywood, in addition to his station assignments. He will select talent, arrange, produce and direct programs for the record firm.

ROGER WHITE, New York, has secured radio rights to "Jolly's Hotel for Dogs," book by Beth Brown, and plans to offer radio package adaptation.

Passes 200 Mark

THE FULTON LEWIS JR. cooperative program on Mutual last week passed the 200 mark in stations which have sold it to local advertisers, the network announced. The mark was set when program was sold on the Don Lee Network to Ben Hur Products. Show now is sold on 207 stations.

DUDLEY SCORES TKO

ABC Writer Uses Left and Ash Tray to Subdue Intruder

A GOOD LEFT hand—and a heavy ash tray, gave Paul Dudley, ABC's *Pot o' Gold scripter*, the nod over a would-be burglar in his duplex apartment, 127 East 54th St., New York, at 5 a. m. last Monday.

The intruder, who jumped to the sixth floor terrace from an adjoining building, was discovered by Joy Hodges, actress wife of Mr. Dudley. Hearing his wife yell, Mr. Dudley rolled out of bed and fell to grappling with the burglar. He hit him with a "lucky" left and when the burglar rebounded, promptly flattened him with an ash tray to the head. Police took the intruder to Bellevue Hospital prison ward. He identified himself as Theodore Baldwin, a merchant seaman.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day, 1000 watts night, 950 Kc. Rep. by Hollingbery
CBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET

To Readers of Broadcasting

DID YOU EVER SEE THIS LETTER BEFORE?

THIS LETTER APPEARED in the July 22nd issue of Broadcasting in an advertisement over the Signature of a RIVERSIDE Broadcasting Station.

COUNTY OF
SAN BERNARDINO
SAN BERNARDINO, CALIFORNIA
June 18, 1946

Radio Station K.F.R.O.,
San Bernardino, California.

Gentlemen:

Our Department wishes you to know of the value of your radio facilities to the agricultural and horticultural endeavor in San Bernardino County.

Not only the growers of commercial crops, but small lot and home gardeners have expressed themselves as having a great interest in the Farm Front program.

Just recently we again had reason to use your facilities to warn people that a large shipment of sweet potatoes had been sold throughout the County, and it was heavily infested with Sweet Potato Weevil - a quarantined pest not found in California.

We have an opportunity to present a great deal of valuable information over the radio. This information is put on the air the way we know it should be, and is not garbled up as it would be (and is) in the newspapers. The information we give is official, and we stand back of it as being authentic. When articles are worked over by the newspapers, we do not recognize the information.

We figure that with the interest in the program and the fact that correct information is being given - the program fills a very definite County-wide public service.

Yours very truly,
Geo. E. Woodham
Geo. E. Woodham,
Agricultural Commissioner

GEW:RBO

COUNTY OF
SAN BERNARDINO
SAN BERNARDINO, CALIFORNIA
August 3, 1946

K.F.X.M.
California Hotel Building
San Bernardino, California

Gentlemen:

On June 18, 1946, we wrote a letter to you, expressing our appreciation for the services extended to our Department through the facilities of your "Farm Front" program.

Unfortunately, this letter was directed to a competitive radio station, because of an error on the part of one of our stenographers.

This letter referred directly to your "Farm Front" program, and the other radio station knew that we had never presented a program over its facilities.

This is an unfortunate situation, and I wish to apologize for the serious error we made in this case, and I am very sorry that this erroneous letter was used in national advertising.

Yours very truly,
Geo. E. Woodham
Geo. E. Woodham
Agricultural Commissioner

GEW:lld

NOW-Mr. Reader WILL YOU KINDLY READ THIS LETTER!

"Thanks for Listening"

KFXM

LEE BROADCASTING CO.

THE ONLY RADIO STATION IN AMERICA'S LARGEST COUNTY

SAN BERNARDINO CALIFORNIA 1240 KC

The Voice of

WLAW

will blanket

ALL New England

bringing greater listener enjoyment to more than 3 million people

WITH **50,000** WATTS ON 680 KILOCYCLES

NATIONAL REPRESENTATIVES:
WEED & CO.

TECHNICAL

JOHN O. SEAVER has been appointed chief operator of WFMR, new station at New Bedford, Mass. Mr. Seaver previously had been with Eastern Airlines as radio technician and operator. He will be in charge of installation and operation of station's temporary 250 w RCA transmitter soon to be delivered.

DEAN STYERS Jr., former instructor in the Navy electronics school, is temporary addition to the engineering staff of WLAT Conway, S. C. He is to enter North Carolina State College to complete his course in electrical engineering.

JIM WILLIAMS, operations supervisor of engineers for the State Dept. in San Francisco, is the father of a girl.

CHARLES CATANIA, former warrant officer in the Army Airways Communications System, has joined the technical staff of KOAD Omaha, new FM station.

L. MORGAN CRAFT, who joined Collins Radio Co., Cedar Rapids, Iowa, in 1935 as a design engineer, has been elected

Mr. Craft

Mr. Bessemer

to the new office of vice president in charge of engineering and manufacturing. Succeeding him as general manager of the manufacturing division is **L. E. BESSEMER**, who was formerly chief production engineer of the equipment manufacturing firm.

Class One Father

WHEN a station goes off the air there are usually a variety of technical reasons. When KODL The Dalles, Ore., went off the air for one hour and 45 minutes it was because their only class one ticket holder, Marvin E. Johnston, was too occupied becoming a father.

GENERAL ELECTRIC Co., Schenectady, N. Y., Electronics Dept., has announced new forced air-cooled transmitting tube, Type GL-5518, designed for use as a class C radio-frequency amplifier and oscillator. Full ratings for new tube apply up to 110 mc.

LYNN BRENDEL has been promoted to general service manager of Hallicrafters Co., Chicago. Credited with being a member of the original engineering group which perfected the auto radio, Mr. Brendel in his new post will be responsible for servicing of all Hallicrafters equipment and the operation of the firm's six service centers throughout the country. He joined Hallicrafters in Oct. 1945 as systems engineer and was promoted to sales engineer in company's War Assets Adm. surplus disposal agency.

Mr. Brendel

MAJ. SOMERS S. SMITH of the engineering staff of WBT Charlotte, N. C., has been recalled to special duty by Army Signal Corps. He's succeeded at WBT by **HUGH A. WALKER.**

Milestones

TO MARK fourth anniversary, KWKW Pasadena, Calif., Sept. 12 will devote an hour to live program to feature guest sports, film and radio personalities, according to Bill Beaton, station general manager . . . WJPF Herrin, Ill. Aug. 28 celebrated its sixth birthday with station break announcements calling attention to seventh year of service commencing on that date. Five staff members of original 1940 crew remain. They are: Charles R. Cook, general manager; Fred J. Reinhardt, station relation director; Doug Hadley, program director; June Wynn, women's editor, and Virgil Hood, custodian.

Helene Smith, organist of KGER Long Beach, Calif., in mid-September begins her 23d year in radio. . . . In latter August on occasion of 2,000th airing of their live, local *Dairylcisure Time* on WFBL Syracuse, program cast presented special program from a chartered airplane while circling the city. Show has been sponsored 8:45-9 a. m. across the board by Onondaga Milk Producers, branch of the Dairymen's League, since March 3, 1941. . . . Jacob Reed's Sons, Philadelphia clothier, has entered fifth year of broadcast advertising in that market via KYW Philadelphia. Half-hour transcribed series used by firm was placed by Seberhagen Inc., that city.

No Free Plugs

LOS ANGELES AREA stations, through Southern California Broadcasters Assn., have turned down request of music division of Hollywood Independent Citizens Committee of Arts, Sciences & Professions for free sustaining time to promote its concert-meeting in Hollywood Bowl on Labor Day.

NEWS

ED W. CONKLIN, separated from Navy as lieutenant (jg), has been appointed day manager of CBS Hollywood news bureau. He succeeds **PAT O'REILLY** who resigned after 4½ years to do free-lance writing in the Pacific Northwest. Prior to service Mr. Conklin was with the United Press in both New York and Los Angeles. He is also a former foreign correspondent.

AMOS KIRBY, farm editor for WCAU Philadelphia, is using a helicopter for his visits to the fairs being held at Allentown, Pa., Reading, Pa., and Trenton, N. J. Novel arrival method was made through arrangements with the Helicopter Air Transport Service, Camden, N. J. Mr. Kirby lands right on the fair grounds in his plane, adorned with WCAU pennants. At each fair he makes several descriptive broadcasts of the proceedings and interviews his rural listeners.

CHARLES ARLINGTON, after three years of Army service, has returned to Don Lee Broadcasting System, Hollywood, as newscaster-announcer.

BOBBY GRAYSON, separated from Navy and onetime Stanford U. All-American back, is now sports consultant of KGW Portland, Ore.

SAM BALTER, former network sportscaster who became Los Angeles area commentator, has been named sports editor of KLAC Hollywood effective Sept. 9, at which date his commentaries will be concluded.

BOB (Deacon) DOUBLEDAY, agricultural director of WFBL Syracuse, and his collection of bells offered by fans furnish subject material for article in current issue of Hobbies magazine.

DEL LEESON, news editor of KDYL Salt Lake City, is the father of a girl, Susan.

D. C. MacARTHUR, chief news editor of CBC Toronto, with **JOHN FISHER**, CBC commentator, and **WELLS RITCHIE**, CBC press and information supervisor, are to attend the national convention of the Canadian Weekly Newspapers Assn. at Halifax Sept. 12-14.

BOB GARROD, CBS Hollywood newscaster, has been assigned narrator on a Columbia Pictures sports short.

KSDJ to CBS

KSDJ San Diego, Calif., effective Oct. 1 starts operation and joins CBS as network's 159th affiliate. Operating with 5 kw fulltime on 1170 kc, the station is owned and operated by the Finley-McKinnon Broadcasting Co., and is affiliated with the *San Diego Journal*. Purnell H. Gould is general manager.

TIME TO PITCH FOR GREATER SALES

WSGN is by far your greatest salesman. With the widest coverage of any station in Alabama, WSGN attracts the greatest over-all, All-Day listening audience.

	WSGN 35.41*		
STATION A . . .	34.19	STATION C	5.49
" B . . .	22.61	" D	4.70

*From May-June 1946 Hooperatings

ALABAMA'S BEST BUY FAR!

WSGN

AMERICAN BROADCASTING COMPANY

THE NEWS-AGE-HERALD STATION

Represented Nationally by Headley-Reed

GOING 5000 WATTS

MORE FOR YOUR MONEY

KTFI

TWIN FALLS · IDAHO

WEED & CO., *Representatives*

Charlie Wheaton went to London...

Charlie's a veteran. He studies at Syracuse University, lives in a trailer camp. And, as we found out, he listens to WSYR. Most people do up here in Central New York State.

Since last March WSYR has been broadcasting a program called *The New Horizon*. It's dedicated to building a better understanding among the people of all nations. Ninety speakers, representing almost every country of the globe, have talked over it and WSYR. We're pretty proud of *The New Horizon* and what it stands for.

Not long ago we ran a contest as a part of this program. We wanted a winning essay on "What Can Great Britain and the United States Do to Be Better Neighbors?"

Charlie Wheaton won. So we flew him to London for a weekend, escorted by WSYR's popular news analyst, Vadeboncoeur. He saw England's capital. He talked to noblemen and commoners. He visited Parliament and the war-gutted slums. He *met* Great Britain.

When Charlie Wheaton—a typical American—came back to Syracuse, he had a lot of important things to tell WSYR's listeners, via *The New Horizon*, about typical Britons.

One was the plain, leveling fact that "the ordinary man in either country has the same basic hopes and fears, and values the same security."

We think *The New Horizon*—and things like sending Charlie Wheaton on a mission to London—are important. It's a contribution by WSYR... to today, to the future, to the dream that we all have for a unified world.

It makes dramatic listening. It's a program with a purpose. And it's typical of WSYR, the prestige station of Central New York State.

WSYR
SYRACUSE

570 kc.—5000 watts
NBC in Central New York

NOTHING WIGGLING IN LITTLE EGYPT (Ky.)!

Maybe it would cost you only one dime, two nickels, the tenth part of a dollar to take a peek at little Egypt (Ky.) via radio—but *don't* "step right in, folks, to see the little lady." There ain't no sales pulsations there! Take a look instead at WAVE's *Louisville Trading Area*, the area that shakes up more business than all the rest of Kentucky combined! She's a beaut, boys! Hurry, hur-ry, HUR-RY!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

SPONSORS

CHARLES R. GASTON, AAF veteran, has joined the advertising department of Tide Water Associated Oil Co., San Francisco. He will handle advertising production.

CHARLES H. BUTLER, for 10 years account executive of Stockton, West, Burkhart, Cincinnati agency, has been appointed to new position of merchandising and advertising manager of U. S. Shoe Corp., that city. He previously had been with Procter & Gamble Co. advertising department.

GENE O'BRIEN, director of radio activities for Universal Pictures, has been elected chairman of radio subcommittee of movie industry's Public Information Committee. He succeeds **MARTIN LEWIS.**

BERWYN CHEMICAL Co., Berwyn, Pa., has appointed J. M. Korn & Co., Philadelphia, to handle advertising for Benzil-T.

LAMBERT PHARMACAL Co. (Listerine) will sponsor "Quiz of Two Cities" on WBT Charlotte and WRVA Richmond. Thurs. 7-7:30 p.m. (EST) starting Sept. 12.

MAGEE-KERBY, Beverly Hills, Calif. (poker chip racks), has appointed Jere Bayard & Assoc., Los Angeles, to handle advertising. Radio is contemplated.

PRE-BILT HOMES Co., Los Angeles (prefabricated houses), has appointed Robert F. Dennis Inc., Los Angeles, to handle advertising. Local radio is being used.

W. J. SCHMINKE & Assoc., Los Angeles (Pat Primo women's sportswear), has appointed Lockwood-Shackelford Adv., Los Angeles, to handle advertising.

STACK PLASTICS, Culver City, Calif. (plastic toys), has appointed M. M. Young Adv., Los Angeles, to handle national advertising. Another new national account for agency is Beaugay Floral Jewelry, Tujunga, Calif. (plastic jewelry).

CHARLES ECKART Co., Los Angeles (record manufacturer), has appointed Walter Carle Adv., Hollywood, to handle national advertising. In addition to thrice weekly 15-minute recorded musical on KGFJ Hollywood, other Southern California radio is contemplated.

ARMOR LABS., Glendale, Calif., (Armor Coat Waterproofing), has appointed Frank Oxarart Co., Los Angeles, to handle advertising. Radio will be used. Lake Forest Estate, Lake Arrowhead, Calif. (real estate development) also has named agency to handle advertising.

SOL LESSER PRODUCTIONS, Hollywood, has appointed Buchanan & Co., New York, to handle advertising and exploitation for the film, "No Trespassing," with radio to be used along with other media.

SEARS ROEBUCK Co., Los Angeles (retail stores), in addition to regular spot schedule on Los Angeles area stations, for 60th anniversary sale, Sept. 9 for two weeks will have a heavy announcement campaign on KECA KLAC KFAC KMPC KRKD KFOX KGER. Agency is The Mayers Co., Los Angeles.

VICTORIA TRUST & SAVINGS Co., Lindsay, Ont. is starting flash announcements on a number of Ontario stations. Agency is Harry E. Foster Agencies, Toronto.

BRITISH AMERICAN OIL Co., Toronto (oil and gasoline) is starting a new French-language half-hour program on a number of Quebec stations. Agency is Spitzer & Mills, Toronto.

R. E. MERRY, former advertising manager of Lever Bros. of Canada, Toronto, and former chairman of the radio committee of the Association of Canadian Advertisers, has returned to civilian life from Royal Canadian Navy, and has been appointed a director of the Pepsodent Co. of Canada.

NORTHERN CALIFORNIA CIO COUNCIL, San Francisco, Sept. 1 started weekly quarter-hour news commentary by Sidney Roger on KGO San Francisco. Sam Lewis Adv., San Francisco, has account.

EDWARD C. LOGELIN Jr. has been appointed director of public relations for U. S. Steel Corp. subsidiaries in Chicago district. He succeeds **ARTHUR C. WILBY,** elected vice president of U. S. Steel Corp. of Delaware Aug. 14.

J. DUDLEY WALLER, former Washington representative of Gaylord Container Corp., St. Louis, has been made general sales manager of Butler Packing Co., Seattle and Oakland (Dennison's Prepared Foods). He will be headquartered in Oakland. Arnold Johnson Co., Seattle, services the account.

DAVID F. KAHN, former president of Estate Stove Co., and **DR. BORIS EMMET,** former national retail merchandising manager of Sears, Roebuck & Co., have been named directors of Noma Electric Corp. Latter will be special merchandising advisor to **HENRI SADACCA,** president. **LEO L. POLLAK** and **CARL SCHLESINGER,** former president and vice president, respectively, of Pollak Mfg. Co., newly merged into Noma, also have been named directors of the firm.

INKOGRAPH Co., New York, Sept. 1 starts spot announcements and participations on WJZ, WABC and WHN New York, and sponsorship of a weekly quarter-hour news commentary on WOR New York in a campaign to promote its $2 pen. Firm is using participations twice weekly on WJZ "Here's Morgan" program, spot announcements and participations on WOR WABC WHN and sponsors Sunday broadcast of the Frank Kingdon commentary on WOR. Agency is Emil Mogul Co., New York.

KOKETTE Co., Brooklyn, N. Y. (Kokette Deodorant Stick), has appointed Deutsch & Shea, New York, to handle its advertising. Radio will be used.

COHN HALL MARX Co., New York, has appointed Foote, Cone & Belding, New York and Chicago, to handle advertising of its Cohama Fabrics. Future advertising plans include radio.

STEWART McKEE & Co., Los Angeles (Tivoli beer), has appointed William Kester & Co., Hollywood, to handle advertising.

KIMBERLY PEN Corp., Los Angeles (pens), has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle national advertising.

CIRCUS FOODS, San Francisco (Circus Peanuts), recently appointed Harrington & Buckley Adv., San Francisco, to handle advertising.

Mason to Establish New Company in Mexico City

WILLIAM H. MASON, who was United States public relations adviser to President-elect Miguel Aleman of Mexico during the recent campaign, has resigned as public relations director of General Tire & Rubber Co. to open advertising and public relations offices in Mexico City. Under the firm name of Abanil, S. A., he will promote Mexican travel and products and U. S.-Mexican business co-operation. Temporary headquarters are in Hotel Reforma, Mexico City. An affiliate, Mason Inc., will open New York offices.

Mr. Mason

E. E. FERREY, former news editor of WHAS Louisville, has been named assistant director, public relations, Farnsworth Television and Radio Corp., Fort Wayne, Ind.

KPAC

Deepest in the Hearts of Texans

MBS

BMB

Representatives

Sears & Ayer, Inc.

NETWORK ACCOUNTS

New Business

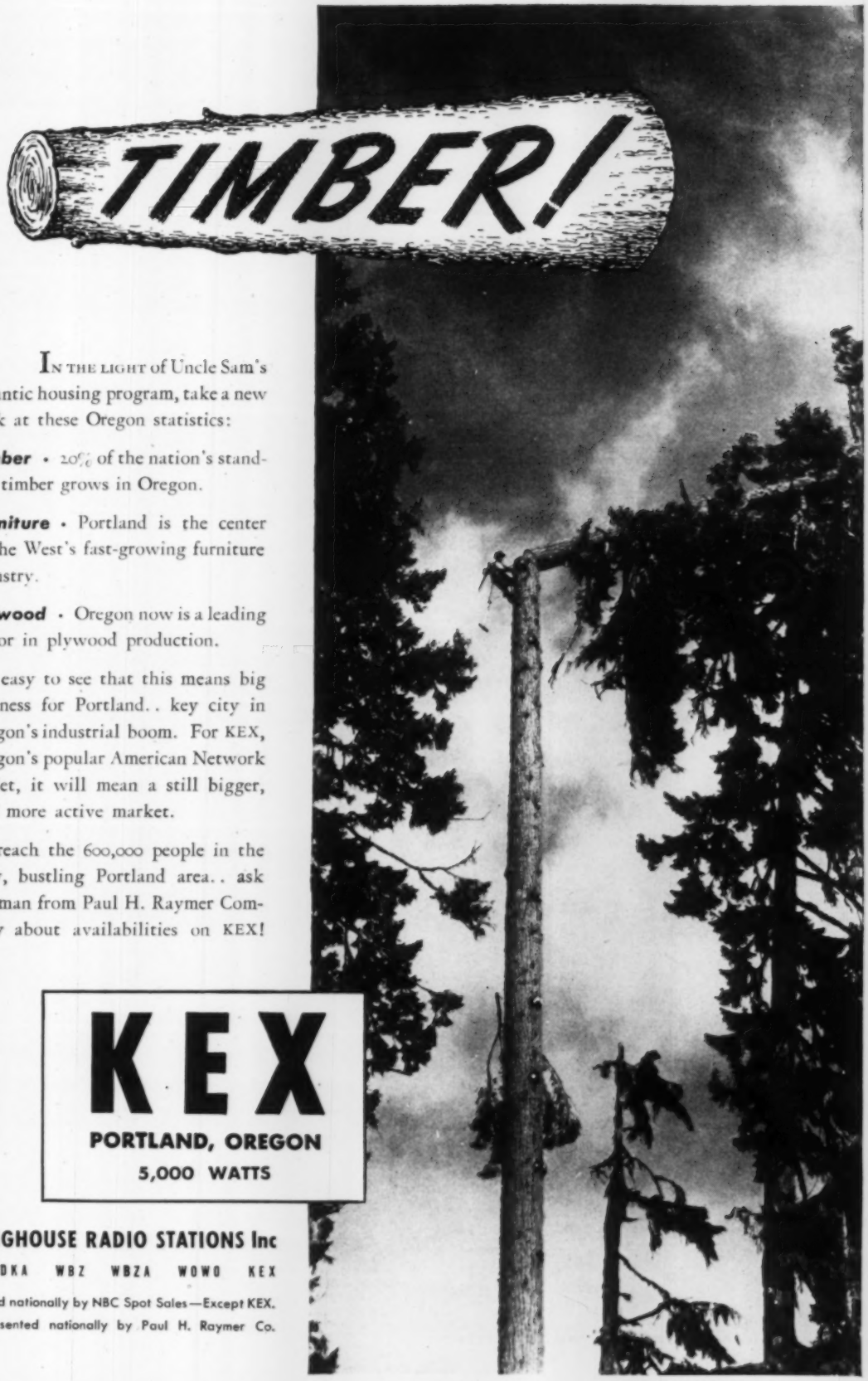
PABST SALES Co., Chicago (beer), Sept. 26 starts "The Eddie Cantor Show" on 136 NBC stations, Thurs. 10:30-11 p.m. (EDST). Agency: Warwick & Legler, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving soap), Sept. 3 started "Mel Blanc Show" on 146 CBS stations, Tues. 8:30-8:55 p.m. (EDST) with West Coast repeat 7:30-7:55 p.m. (PST). Agency: Sherman-Marquette, N. Y.

GILLETTE SAFETY RAZOR Co. of Canada, Montreal (razor blades), Oct. 2 starts World Series Baseball Games on 50 Canadian stations, Wed. 1:15 p.m. to end. Agency: MacLaren Adv., Toronto.

McCOLL-FRONTENAC OIL Co., Montreal (oil and gasoline) Nov. 16-March 15 sponsors Metropolitan Opera broadcasts on 25 Trans-Canada and French network stations, Sat. 2-5 p.m. Agency: Ronalds Adv., Montreal.

"Holy smoke, I just remembered —the boss said to put it 'on the air"—but over WFDF Flint!"



IN THE LIGHT of Uncle Sam's gigantic housing program, take a new look at these Oregon statistics:

Timber • 20% of the nation's standing timber grows in Oregon.

Furniture • Portland is the center of the West's fast-growing furniture industry.

Plywood • Oregon now is a leading factor in plywood production.

It's easy to see that this means big business for Portland.. key city in Oregon's industrial boom. For KEX, Oregon's popular American Network outlet, it will mean a still bigger, still more active market.

To reach the 600,000 people in the busy, bustling Portland area.. ask the man from Paul H. Raymer Company about availabilities on KEX!

KEX

PORTLAND, OREGON

5,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KYW KDKA WBZ WBZA WOWO KEX

Represented nationally by NBC Spot Sales—Except KEX. KEX represented nationally by Paul H. Raymer Co.

Western Electric

23C

SPEECH INPUT EQUIPMENT

for

and

The 23C is a complete high quality ac operated amplifier and control assembly in a compact table-top console *less than three feet long.*

Capable of serving one or two studios, the equipment provides facilities for program production or audition and monitoring.

Fingertip controls handle a choice of eight studio microphones or low level transcription tables, control room announce or talkback mike and four remote lines. Four of the low level and one remote line may be used simultaneously.

The 23C is particularly suited to the needs of the smaller AM or FM station—or for single studio operation. For details, see your Graybar Broadcast Equipment Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric — Distributed by Graybar

QUALITY COUNTS

ACTIONS OF THE FCC

AUGUST 30 to SEPTEMBER 5

Decisions . . .

AUGUST 30

BY COMMISSION EN BANC

AM—1400 kc

David W. Ratliff, Stamford, Tex.—Granted CP* for a new station to operate on 1400 kc, 250 w, unlimited time.

AM—650 kc

Bay Bcstg. Co., Goose Creek, Tex.—Granted CP* for a new station to operate on 650 kc, 250 w, daytime only.

AM—690 kc

Wm. L. Warner, d/b as The Sevier Valley Bcstg. Co., Richfield, Utah—Granted CP* for a new station to operate on 690 kc, 1 kw, daytime only.

AM—800 kc

Greater Huntington Radio Corp., Huntington, W. Va.—Granted CP* for a new station to operate on 800 kc, 1 kw, daytime only; also subject to condition that a waiver of Secs. 3.55(b) and 3.60 of the rules is granted.

AM—1230 kc

Palmetto Radio Corp., Columbia, S. C.—Granted CP* for a new station to operate on 1230 kc, 250 w, unlimited time; also condition to any interference which may be caused to Augusta Chronicle Bcstg. Co.'s application on the same frequency if granted.

AM—1540 kc

Frederick A. Knorr, Harvey R. Hansen and Wm. H. McCoy, d/b as Suburban Broadcasters, Dearborn, Mich.—Adopted decision and order granting CP* for a new station to operate on 1540 kc, 1 kw, daytime only; also ordered that the application of Henry F. Fett requesting the same facilities in Dearborn be denied.

Acquisition of Control

WKVM Arecibo, P. R.—Granted consent to acquisition of control of licensee corporation by Ralph Perez Perry from Puerto Rico Adv. Co. Inc., by sale of 46 shares, or 6.13% of outstanding capital stock of licensee to Perry and 329 shares or 43.866% to Julio Vidal, for a consideration of $9,375.00.

Voluntary Assignment

KHQ Spokane, Wash.—Granted consent to voluntary assignment of license of Station KHQ from Louis Wasmer Inc. to KHQ Inc., for a consideration of $850,000.

Designated for Hearing

WLIB Brooklyn, N. Y.; Suburban Broadcast Co., Framingham, Mass.; Scenic City Broadcast Co. Inc., Middletown, R. I.—Designated for hearing application of WLIB Inc. for construction permit to increase power of WLIB, operating on 1190 kc, from 1 to 10 kw, change hours of operation from daytime only, L-WOWO, to unlimited time, install new transmitter and directional antenna for day and night use and change transmitter location, to be heard in consolidated proceeding with applications of Indianapolis Broadcasting Inc., Indianapolis, Ind., to change frequency from 1430 to 1190 kc, increase power from 5 to 50 kw, install new transmitter and DA and change transmitter location of Station WIRE and Westinghouse Radio Stations Inc., Ft. Wayne, Ind., to increase power of Station WOWO from 10 to 50 kw, install new transmitter and DA and change transmitter location, operating on 1190 kc (both having been previously designated for consolidated hearing), and with applications of Suburban Broadcast Co. for a new station at Framingham, Mass., to operate on 1190 kc, 1 kw, daytime, and of Scenic City Broadcast Co. Inc., for new station at Middletown, R. I., to operate on 1200 kc, 250 w, limited time.

RENEWALS

Granted renewal of following station licenses for the period ending Nov. 1, 1948: WADC WNBF WNEL KHSL† WATR†. (†Commr. Durr voting for further inquiry.)

Granted renewal of following station licenses for the period ending May 1, 1949: KTSA WIS WSGN.

WDGY, Minneapolis, Minn.—Granted renewal of license for the period ending May 1, 1948.

*Subject to condition that applicant, within 60 days from grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards.

KOMA Oklahoma City, Okla.—Granted petition for further extension of special temporary authority to continue operation of Station KOMA to Nov. 1, 1946.

WIP Philadelphia, Pa.—Present license for main and auxiliary transmitter further extended for a period of 60 days.

KVOD Denver, Colo.—Present license further extended for a period of 60 days.

WBKY Lexington, Ky.—Granted renewal of non-commercial educational broadcast station license for the regular period.

KALW San Francisco, Calif.—Same.

W4XAP W4XFM Birmingham, Ala.—Granted renewal of developmental broadcast station license for the period ending May 1, 1947.

W2XRY W2XRA New York City—Same.

W3XL Washington, D. C.—Same.

W4XCT Chattanooga, Ga.—Same.

WKBN Youngstown, Ohio—Present license further extended upon a temporary basis to Nov. 1, 1946, pending receipt of additional information requested under Section 308(b) of the Communications Act.

KLAC Los Angeles, Calif.—Present license further extended upon a temporary basis to Nov. 1, 1946, pending consideration of information furnished by licensee under Section 308(b) of the Act.

KOB Albuquerque, N. M.—Same.

KSJB Jamestown, N. D.—Same.

KOTN Pine Bluff, Ark.—Granted renewal of license for period ending Aug. 1, 1948.

WDEV Waterbury, Vt.—Granted renewal of license for period ending May 1, 1949.

WKAQ San Juan, P. R.—Same.

KIUL Garden City, Kans.—Granted renewal of license for period ending Aug. 1, 1949.

AM—1000 kc

WCFL Chicago—Granted CP to increase power of station WCFL from 10 to 50 kw, install new transmitter and make changes in DA for day and night use, operating on 1000 kc.

Petition

Inland Bcstg. Co., Freemont, Neb.—Denied petition to consolidate for hearing application for assignment of license of Station KORN from Nebraska Bcstg. Co. to Inland Bcstg. Co., application for a new station at Fremont, Nebr., to operate on 1340 kc, 100 w, unlimited time, with application already designated on which they are both contingent, namely, to move KORN from Fremont to Lincoln, Nebr., and ordered that applications B4-AL-519 and B4-P-4664 be placed in pending files.

Call Letters

WCBS WCBS-FM Springfield, Ill.—Approved change in call letters of standard station WCBS and FM station WCBS-FM, to WCVS and WCVS-FM, respectively.

WABC WCBW WABC-FM WEHG WEHK New York—Approved change in call letters of standard, television, FM, and relay stations WABC WCBW WABC-FM WEHG and WEHK to WCBS WCBS-TV, WCBS-FM, WABC and WCBW, respectively.

Designated for Hearing

Puritan Broadcast Service Inc., Lynne, Mass.; The Asher Bcstg. Service Inc., Quincy, Mass.; Nashua Bcstg. Corp., Nashua, N. H.—Designated for consolidated hearing applications of Puritan Broadcast Service Inc. for new station at Lynne, Mass., to operate on 900 kc, 250 w, daytime; The Asher Bcstg. Service Inc., for new station at Quincy, Mass., to operate on 910 kc, 1 kw, daytime, and Nashua Bcstg. Corp., for new station at Nashua, N. H., to operate on 900 kc, 1 kw, daytime.

G. Stanley Brewer, tr/as Southern Wyoming Bcstg. Co., Rawlins, Wyo.; Rawlins Bcstg. Co., Rawlins, Wyo.—Designated for consolidated hearing applications of Southern Wyoming Bcstg. Co. for new station at Rawlins, Wyo. to operate on 1230 kc, 250 w, unlimited time, with Rawlins Bcstg. Co. for new station at Rawlins to operate on 1240 kc, 250 w, unlimited.

West Virginia Radio Corp., Pittsburgh, Pa.; Pittsburgh Bcstg. Co., Pittsburgh, Pa.—Designated for consolidated hearing applications of West Virginia Radio Corp. and Pittsburgh Bcstg. Co., each requesting 1080 kc, 1 kw, daytime only at Pittsburgh, Pa.

Mario Acosta, Mayaguez, Puerto Rico; Arecibo Bcstg. Co. Inc., Arecibo, Puerto Rico—Designated for consolidated hearing applications of Mario Acosta and Arecibo Bcstg. Co. Inc., each requesting 1400 kc, 250 w, unlimited time at Mayaguez and Arecibo, respectively.

Kola Bcstg. Co., a partnership composed of Hugh O. Jones, Wm. E. Jones, James O. Jones & Mrs. Sarah Stewart Jones, Opelousas, La.—Designated for hearing application for new station to operate on 1230 kc, 250 w, unlimited time, to be included in consolidated proceeding with application of James A. Noe, Lake Charles, La., and that the licensee of Station KANE be made party to proceedings, and further ordered that the order designating the Noe application for hearing be amended to include Kola Bcstg. Co.

Northeast Oklahoma Bcstg. Co., Miami, Okla.; Miami Bcstg. Co., Miami, Okla.—Designated for consolidated hearing applications of Northeast Oklahoma Bcstg. Co. for new station to operate on 900 kc, 250 w, daytime, and Miami Bcstg. Co. for new station to operate on 910 kc, 1 kw, unlimited time using DA-N.

Shawnee Bcstg. Co., Chillicothe, Ohio—Designated for hearing application for new station to operate on 1490 kc, 250 w, unlimited time; further ordered that licensees of WMRN WKBV and WMOA be made parties to these proceedings.

Gross Pointe Bcstg. Corp., Grosse Pointe, Mich.—Designated for hearing application for new station to operate on 660 kc, 250 w, daytime; further ordered that previous orders designating application of Herman Radner and Wolverine State Bcstg. Service Inc. for hearing be amended to include application of Grosse Pointe Bcstg. Corp.

James Stoicz, d/b as Perth Amboy Bcstg. Co., Perth Amboy, N. J., and Home News Publishing Co., New Brunswick, N. J.—Designated for consolidated hearing applications of Perth Amboy Bcstg. Co. for new station at Perth Amboy to operate on 1510 kc, 250 w, daytime, and of Home News Publishing Co. for new station at New Brunswick, N. J., to operate on 1510 kc, 1 kw, daytime.

Yakima Bcstg. Corp., Yakima, Wash., and Yakima Valley Bcstg. Co., Yakima, Wash.—Designated for consolidated hearing applications of Yakima Bcstg. Corp. and Yakima Valley Bcstg. Co., both seeking 1400 kc, 250 w, unlimited.

Coast Radio Bcstg. Corp., Los Angeles, Calif.—Designated for hearing application of Coast Radio Bcstg. Corp. for new station to operate on 1540 kc, 5 kw, daytime; to be heard in consolidated proceeding with applications of Hollywood Community Radio Group and Huntington Bcstg. Co.; further ordered that previous orders designating Dockets 7695 and 7694 for hearing be amended to include Radio Bcstg. Corp.

Video—210-216 mc

WJAC Inc., Johnstown, Pa.—Granted CP new television station, 210-216 mc

(*Continued on page 62*)

The Nunn Stations

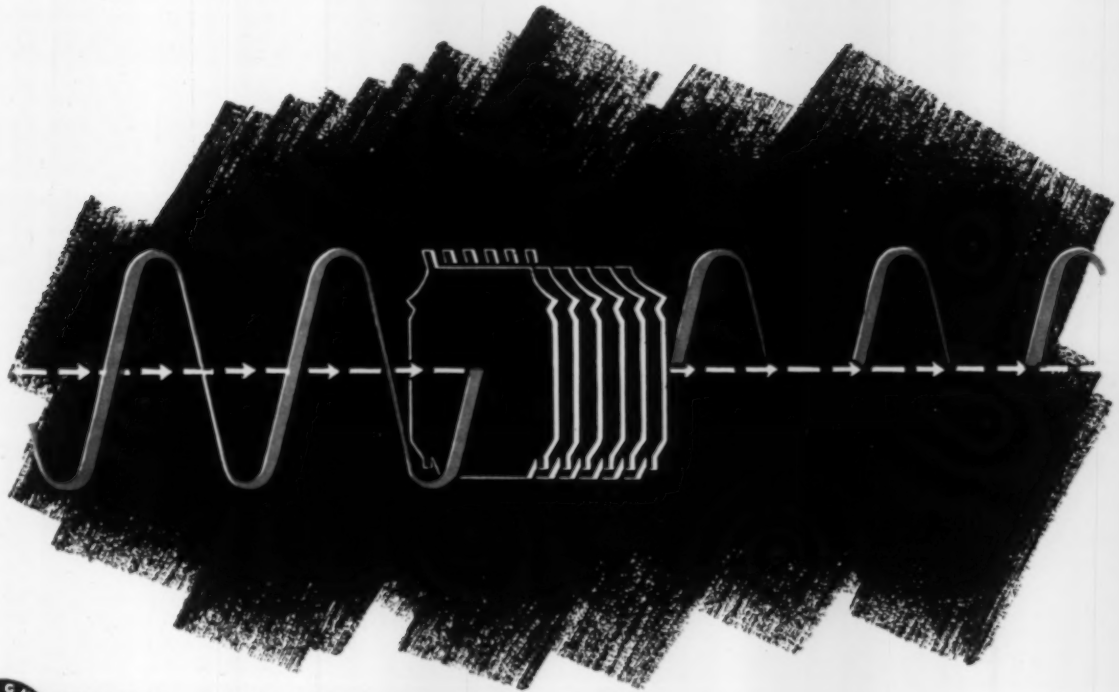
SERVE AND SELL IN 5 GROWING MARKETS

- WMOB—ABC Mobile, Ala.
- WBIR—ABC Knoxville, Tenn.
- WLAP—ABC Lexington, Ky.
- KFDA—ABC Amarillo, Tex.
- WCMI—CBS Ashland, Ky. Huntington, W. Va.

. . . surgeproof metal rectifiers with unlimited life . . . no replacements

Only in Westinghouse Transmitters can you find this must of modern broadcast dependability

You gain in every phase of transmitter performance with the complete Westinghouse line . . . Westinghouse experience in station operation is unmatched by any other transmitter manufacturer. Write for the facts today . . . 5, 10 and 50 kw AM. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.



Westinghouse
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

SELL
MANY PRODUCTS FOR
MANY ADVERTISERS

NOW ON

KSTP

Twin Cities
Participating

New
New York Office
475 Fifth Ave.

SAN ARTHUR B. CHURCH PRODUCTION

Hotel Pickwick, Kansas City 6, Mo.

FCC Actions

(Continued from page 60)

(channel 13); effective peak power radiated: 9 kw visual, 6.8 kw aural, antenna height 971 ft.

Commercial FM Grants

Voice of Alabama, Birmingham (WAPI), Class B; Santa Clara Bcstg. Co., San Jose, Calif., Class A; WDEL Inc., Wilmington, Del. (WDEL), Class B on condition owners have no interest in any other FM station in community; Delaware Bcstg. Co., Wilmington (WILM), Class B on condition Steinmans relinquish all interest in Delaware Bcstg. Co.; Voice of Augusta, Augusta, Ga. (WPDQ), Class B; Tri-City Bcstg. Co., Davenport, Iowa (WOC), Class B; Topeka State Journal Co., Topeka, Kan., Class B; Southeastern Massachusetts Bcstg. Corp., New Bedford, Mass., Class A; Leonard A. Versluis, Grand Rapids (WLAV), Class B; Radio Industries Broadcast Co., Asbury Park, N. J. (WCAP), Class A; Lucian E. Kinn, Fostoria, Ohio, Class B; Radio Americas Corp., San Juan, P. R., Class A; Larus & Bro., Richmond (WRVA), Class B; Blue Ridge Bcstg. Corp., Roanoke, Class B; Daily Gazette Co., Charleston, W. Va., Class B.

Following permittees granted regular CPs (power given is effective radiated power; antenna height is height above average terrain):

Saginaw Bcstg. Co. (WSAM), Saginaw, Mich., Class B, 98.3 mc (Channel No. 252), 15 kw, 410 feet; Inland Bcstg. Co. (KBON), Omaha, Neb., Class B, 92.1 mc (No. 221), 330 kw, 700 feet; Kingsley H. Murphy (KSO), Des Moines, Iowa, Class B, 101.3 mc (No. 267), 154 kw, 505 feet; Capitol Bcstg. Co. (WRAL), Raleigh, N. C., Class B; 95.3 mc (No. 237), 12 kw, 615 feet; Palm Beach Bcstg. Corp. (WWPG), Palm Beach, Fla., Class B; 97.9 mc (No. 250), 7.2 kw, 310 feet.

*Nevada Bcstg. Co. (KENO), Las Vegas, Nev., Class A, 104.3 mc (No. 282), 330 w, 125 feet; *Contra Costa Bcstg. Co., Richmond, Calif., Class A, 104.7 mc (No. 284), 500 w, 340 feet; *Tri-Suburban Bcstg. Corp., Silver Spring, Md., Class A; 104.3 mc (No. 282), 440 w, 360 feet.

*In lieu of previous conditions specified.

Hearings This Week

MONDAY, Sept. 9, Washington, D. C.

KRBC Abilene, Tex.—CP 1470 kc, 1 kw, DA-night; **KPLC Lake Charles, La.**—CP 1470 kc, 1 kw; **San Jacinto Bcstg. Co., Houston, Tex.**—CP new station 1470 kc, 1 kw; **WTAW College Station, Tex.**—CP 1470 kc, 1 kw. **KRIC Beaumont, Tex.**—CP 1470 kc, 5 kw, DA-night.
Peoria Bcstg. Co.—Intervenor.

MONDAY, Sept. 9, Philadelphia

Hearing on applications for FM facilities in Philadelphia

MONDAY, Sept. 9, Washington, D. C.

WMBD Peoria, Ill.—CP 1440 kc, 1 kw night, 5 kw day.
Booth Radio Stations Inc.—Intervenor.

TUESDAY, Sept. 10, Washington, D. C.

Beginning at 10 a.m., oral argument will be held, in order, on Corpus Christi, Tex., new station applications; McKeesport-Lansing-Kalamazoo new station applications; renewal application of WCLS Joliet; Sandusky, Ohio, new station applications; Marion, Ind., new station application.

WEDNESDAY, Sept. 11, Washington, D. C.

WMIL Bcstg. Co., Milwaukee—CP new station 1200 kc, 250 w, daytime only; **Lake Shore Bcstg. Co., Evanston, Ill.**—CP new station 1200 kc, 5 kw, daytime only.
WOWO—Intervenor.

WEDNESDAY, Sept. 11, Rochester, N. Y.

Rochester Bcstg. Corp., Rochester, N. Y.—CP new station 1280 kc, 5 kw (requests facilities of WSAY when vacated); **Veterans Bcstg. Co. Inc., Rochester, N. Y.**—CP new station 1280 kc, 5 kw.

FRIDAY, Sept. 13, Washington, D. C.

WLOF Orlando, Fla.—CP 950 kc, 5 kw, DA night and day.

FRIDAY, Sept. 13, Washington, D. C.

San Diego Bcstg. Co., San Diego, Calif.—CP new station 1510 kc, 5 kw-LS, 1 kw night, DA night and day.

SEPTEMBER 3

ACTIONS ON MOTIONS

BY COMMISSIONER WALKER

P. D. Gold Pub. Co., Wilson, N. C.—Granted petition to dismiss without prejudice application for new FM station.

Penn Thomas Watson, Wilson, N. C.—The Commission on its own motion ordered application for new FM station removed from the hearing docket.

Colonial Bcstg. Co., Providence, R. I.—Granted petition for leave to amend its application for a new FM station so as to show changes in proposed antenna system, and the amendment was accepted.

KMPC, The State of the Stars Inc., Los Angeles, Calif.—Granted petition for leave to amend its application for new FM station to show revised estimates of construction costs, etc., and the amendment was accepted.

Walter A. Graham, Tifton, Ga.—Granted petition for waiver of Sec. 1.38(a) of the rules and accepted petitioner written appearance in re application for CP.

Westinghouse Radio Stations Inc., Fort Wayne, Ind.—Granted petition for continuance of consolidated hearing now scheduled for Sept. 20 in re petitioner's application and application of Indianapolis Bcstg. Inc. and continued hearing to Nov. 12, 1946.

Hollywood Community Radio Group, Gardena, Calif.—Granted petition for waiver of Sec. 1.38 of the Commission's rules, and accepted petitioner's written appearance in re application for CP.

James M. Tisdale, Chester, Pa.—Granted motion for leave to amend application for CP so as to include in Exhibit 9, letters purporting to support a grant of said application, and the amendment was accepted.

Wilbur Cortland Fouts, Nacogdoches, Tex.—Granted petition for leave to amend its application for CP so as to specify frequency 860 with 500 w, daytime only, instead of 1250 kc with 250 w, unlimited time. The amendment was accepted and application removed from the hearing docket.

KAW Bcstg. Inc., Topeka, Kan.—Granted petition to dismiss without prejudice application for new station.

Electronic Time Inc., New York—Granted petition to dismiss without prejudice application for new developmental AM station.

State Bcstg. Co., Oklahoma City, Okla.—The Commission on its own motion removed from the hearing docket application for new station.

Joseph T. Connolly, et al, Williamsport, Pa.—Granted petition for leave to amend its application for a new station so as to substitute the Lycoming County Bcstg. Co. as the applicant in place of the named individual applicants; show revised information in re applicant's financial qualifications, etc. And the Commission on its own motion ordered that its order of March 7, 1946, insofar as it relates to the "legal, technical, financial and other qualifications of the applicant partnership and of its individual partners" be amended to read "legal, technical, financial and other qualifications of applicant corporation."

Hollywood Community Radio Group, Gardena, Calif.—Granted petition for leave to amend application for a new station so as to specify 5 kw instead of 1 kw power, etc., and the amendment was accepted.

The Blue Valley Co., Independence, Mo.—Denied petition requesting leave to take deposition of Craig Siegfried in the hearing in re its application for CP.

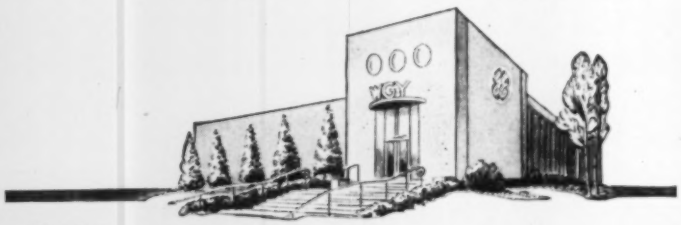
WARC Inc., Rochester, N. Y.—Granted petition for leave to amend its application for CP so as to specify frequency 1600 with 5 kw instead of 1240 with 250 w power, etc. The amendment was accepted and the application removed from the hearing docket; dismissed as moot the petition of WARC Inc. requesting extension of time for filing exceptions to proposed findings in re Docket 6605, et al.

The Tower Realty Co., Baltimore, Md.—Granted petition for continuance of consolidated hearing in re applicant's application and application of WCBM now scheduled for Sept. 18, and continued said hearing to Oct. 7, 1946.

WGRC Louisville, Ky.—Granted petition requesting leave to amend its application for CP so as to specify a revised DA pattern; show revised engineering information, etc. The amendment was accepted, and the record reopened for the sole purpose of incorporating therein said engineering report, and without further hearing the amendment and engineering report is made a part of the record in Docket

(Continued on page 69)

24 YEARS OF SERVICE



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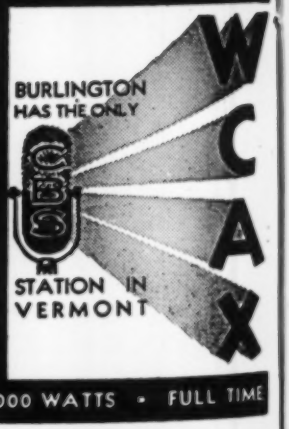

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MUTUAL BROADCASTING SYSTEM

USES THE PRINTERS' INK NETWORK TO REACH ADVERTISERS AND AGENCIES WHO INFLUENCE THE BUYING OF RADIO TIME

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78 other stations, networks and station representatives also use the P.I. network to reach the leading audience of buyers of advertising through the largest A.B.C. net paid circulation in the general advertising field.

Printers' Ink

PROMOTION

CERTIFICATE, lapel pin and windshield sticker, verifying broadcast and civic acknowledgment of an "outstanding act of safety and courtesy while driving a motor vehicle" are being presented by KXOK St. Louis to qualifying citizens in a safety promotion campaign staged in conjunction with the St. Louis police department and Greater St. Louis Safety Council. Effective Sept. 14, awards will be made on early morning KXOK "So It Can't Happen to You" traffic safety program, conducted by a member of the local police force. Committee of judges composed of civic and business representatives nominates weekly winners.

Papers Welcome WARL

WARM welcome has been afforded WARL Arlington, Va., new daytime outlet, by local papers which forsee increase of merchandising and community interest through the dual media of information. The Arlington Daily; The Sun, weekly paper, and Northern Virginia Shoppers Journal have offered support to WARL. The Arlington Daily has been running large advertisements concerning the outlet. Station will give paper and its reporters credit for news stories broadcast. "City Desk" local news program is planned to feature paper's lady city editor. The Sun plans to give WARL full coverage and to schedule forthcoming programs.

WHN Displays

SCENES from WHN New York "Newsreel Theatre of the Air" series are being displayed on posters and window streamers just completed by Robert G. Patt, stations's promotion director. Household Finance Corp. and Adam Hat Stores, sponsors of the program, are distributing the posters in their offices and stores, respectively. Pieces feature pictures in the form of a series of motion picture film frames of news being gathered, prepared and presented on the newsreel show.

Safety Campaign

TRAFFIC TAGS, entitling holder to orchid with courtesy of WTCN Minneapolis, are being given to better-than-average drivers by police squad cars in safety promotion campaign being conducted by the station. Winners of the tags are announced on the WTCN "Platter Chatter" program. Traffic tickets bear WTCN program promotion and courtesy credit to firms awarding orchids.

CKMO Brochure

CKMO Vancouver, B. C., is distributing an eight page brochure on station mail response. Printed in chocolate brown and white the brochure is captioned "A Letter to You About Letters to Us," and contains data on mail response and coverage map showing actual postmarks from locations covered by station's signal.

KARM News Service

PROMOTION service instituted by KARM Fresno, Calif., is built around menu news briefs furnished local restaurants. News headlines of the day, with brief explanations, are printed daily by KARM and in attractive cellulose folders are attached to menues. KARM is credited with service.

Shell Posters

SHELL OIL Co. is distributing to all service stations in North and South Carolina a 40 x 60 three-color poster directing attention to "Sports Spotlight," quarter-hour three-weekly sportscast featuring Lee Kirby and George Theeringer, on WBT Charlotte, sponsored by Snell.

Column Reprints

REPRINTS of Rock Hill, S. C., Peoples National Bank column in Rock Hill Evening Herald, describing radio set ownership in that area, are being distributed by WRHI Rock Hill as promotion material. WRHI is mentioned in column which also cites market data and other facts about area.

WELD Folder

FOLDER is being distributed by WELD Columbus, Ohio, FM station, to explain and promote advantages of FM broadcasting. Titled "FM Means Far More Listening Pleasure for You," folder includes WELD coverage map and data.

Baseball Service

BASEBALL fans in the New York area may obtain up-to-the-minute baseball scores of all major league games by calling Buckminster 7-5900, telephone number of WLIB New York, at any time during the broadcast day.

KQW Mail Piece

STRESSING studio programming, mail piece prepared by KQW San Francisco titled "Speaking of Operations" is being sent to national agency list to promote fall schedule. Cover cartoon shows hospital operating room. Cartoons are used throughout to illustrate KQW-CBS news operations and other KQW program features.

Talk Reprint

FOLDER issued by KFEL Denver is reprint of talk given by Edgar Kobak, MBS president, on "Are Stuffed Shirts Coming Back," before Denver Rotary Club during NAB Board of Directors meeting at Estes Park, Col. Piece is being mailed to memberships of Rotary, Denver Advertising Club and agencies.

WAPI Mail Piece

MAIL PIECE concerning the special events coverage of WAPI Birmingham, Ala., has been distributed by the station. Piece is titled "Speaking of Sports," features Maury Farrell, WAPI director of sports and special events.

One Group Urged

ALL DENOMINATIONS were urged by the 1946 Religious Radio Workshop, at a session concluded Aug. 30 at the U. of Chicago, to call on the Federal Council of Churches to provide necessary radio services at a national level. Workshop also urged immediate steps to organize all denominations under national council to work with networks for nonsectarian approach to broadcasting. Three-week workshop was directed by Rev. Everett C. Parker, director of Joint Radio Committee, Congregational Christian, Methodist and Presbyterian churches.

Bank Ad Meet

FINANCIAL ADVERTISERS Assn., national bank advertising organization with more than a thousand members, will hold its first national convention in the West at Fairmont Hotel, San Francisco, Oct. 7-10 inclusive. Nationally known speakers in field of financial advertising will headline program. Rod MacLean of Los Angeles is program chairman with Lester B. Johnson of San Francisco, chairman in charge of arrangements.

Studies Cain Idea

THREE-MAN committee has been named by Hollywood Radio Writers Guild to penetrate further James M. Cain proposal for American Authors Authority [BROADCASTING, Aug. 26]. Arch Oboler, Milton Merlin and Sam Moore to study possible application of principles set down by Mr. Cain. No concrete results expected before Jan. 1.

FM Channels

(Continued from page 22)

General Area	Channel No.
Mt. Vernon	265, 279
Peoria	222, 224, 226, 228
Quincy	249, 251
Rockford	273
Rock Island (See also Davenport, Iowa)	264
Springfield	267, 269, 276
Tuscola	250, 252
Urbana (Includes Champaign)	258, 260, 262
Waukegan	251

INDIANA

Anderson	See Indianapolis
Columbus	237
Connersville	273
Elkhart	276, 278
Evansville (Includes Henderson and Owensboro, Ky.)	222, 224, 226, 228, 230, 232, 234
Fort Wayne	236, 238, 240, 256
Indianapolis (Includes Anderson)	221, 223, 225, 227, 229, 233, 235
Kokomo	268, 270
Lafayette	272, 274
Marion	254
Muncie	277, 279
Richmond	275
Shelbyville	231
South Bend	267, 269
Terre Haute	242, 244
Vincennes	271, 273
West Lafayette	246

IOWA

Ames	237
Boone	233, 235
Burlington	257
Cedar Rapids	241, 243
Clinton	279
Davenport (See also Rock Island, Ill.)	266, 268
Decorah	225, 227
Des Moines	263, 265, 267, 269, 273
Dubuque	256, 258, 260
Fort Dodge	253, 255
Iowa City	245, 247
Marshalltown	230, 239
Mason City	257, 259
Ottumwa	275, 277
Shenandoah	238, 240, 242
Sioux City	274, 276, 278
Spencer	241, 243
Waterloo	249, 251

KANSAS

Atchison	264, 266
Coffeyville	276, 278
Dodge City	221, 223
Emporia	269, 271
Garden City	225, 227
Great Bend	258, 260
Hutchinson	237, 239
Kansas City	See Kansas City, Mo.
Lawrence	277, 279
Manhattan	222, 224
Pittsburg	238, 240
Salina	253, 255
Topeka	232, 273, 275
Wichita	241, 243, 245, 247, 249

KENTUCKY

Ashland	See Huntington, W. Va.
Bowling Green	242, 244
Harlan	240
Henderson	See Evansville, Ind.
Hopkinsville	250, 252
Lexington	272, 274
Louisville	258, 260, 262, 264, 266, 268, 270
Owensboro	See Evansville, Ind.
Paducah	245, 247, 267
Winchester	276, 278

LOUISIANA

Alexandria	261, 263, 265
Baton Rouge	241, 243, 245
Lafayette	247, 249
Lake Charles	277, 279
Monroe	254, 256, 258
New Orleans	222, 224, 226, 228, 233, 235, 237, 239
Shreveport	242, 244, 246, 248, 250

MAINE

Augusta	226, 228, 230
Bangor	232, 234, 236, 238
Lewiston	222, 224
Portland	261, 263, 265
Presque Isle	240, 242

MARYLAND

Baltimore (Includes Annapolis)	253, 255, 257, 259, 261, 273, 275, 277, 279
Cumberland	256, 262
Frederick	251
Hagerstown	239
Salisbury	245, 247

General Area	Channel No.

MASSACHUSETTS

Boston (Includes Waltham)	221, 223, 225, 227, 229, 231, 233, 235, 264, 266
Fall River (Includes New Bedford)	243, 245, 247
Fitchburg	260
Haverhill	241
Holyoke (Includes Springfield)	238, 240, 242, 244, 246, 248
Lawrence	239
Lowell	237
New Bedford	See Fall River
North Adams	268
Pittsfield	280
Springfield	See Holyoke
Waltham	See Boston
Worcester	262, 274, 276

MICHIGAN

Ann Arbor	277, 279
Battle Creek (Includes Kalamazoo)	271, 273
Bay City (Includes Saginaw)	248, 250, 252
Benton Harbor	280
Cadillac	222
Calumet	242, 244
Detroit (Includes Pontiac, Royal Oak and Wyandotte)	221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247
East Lansing	See Lansing
Escanaba	221, 223
Flint (Includes Lapeer)	264, 266, 268, 270
Grand Rapids	224, 226, 228, 230, 232, 234
Ironwood	276, 278
Kalamazoo	See Battle Creek
Lansing (Includes E. Lansing)	258, 260, 262
Lapeer	See Flint
Ludington	277, 279
Marquette	225, 227
Muskegon	254, 256
Pontiac	See Detroit
Port Huron	272, 274
Royal Oak	See Detroit
Saginaw	See Bay City
Sault Saint Marie	233, 235
Traverse City	237, 239
Wyandotte	See Detroit

MINNESOTA

Albert Lea	261
Duluth (Includes Superior Wisc.)	222, 224, 226
Fergus Falls	221, 223
Hibbing	232, 234
Mankato	222, 224
Minneapolis (Includes St. Paul)	244, 246, 248, 250, 265, 267, 269, 271, 273, 275, 277, 279
Moorhead (See also Fargo, N. D.)	257, 259
Northfield	238, 240
Rochester	234, 236, 242
St. Cloud	252, 254
St. Paul	See Minneapolis
Virginia	228, 230
Willmar	227, 229
Winona	229, 231

MISSISSIPPI

Clarksdale	245, 247
Columbus	237, 239
Corinth	264, 266
Greenville	236, 238
Greenwood	253, 255
Gulfport	253, 255
Hattiesburg	257, 259
Jackson	262, 264, 266, 268, 270
Laurel	242, 244
McComb	276, 278
Macon	272, 274
Meridian	246, 248
Natchez	272, 274
Tupelo	277, 279
Vicksburg	225, 227

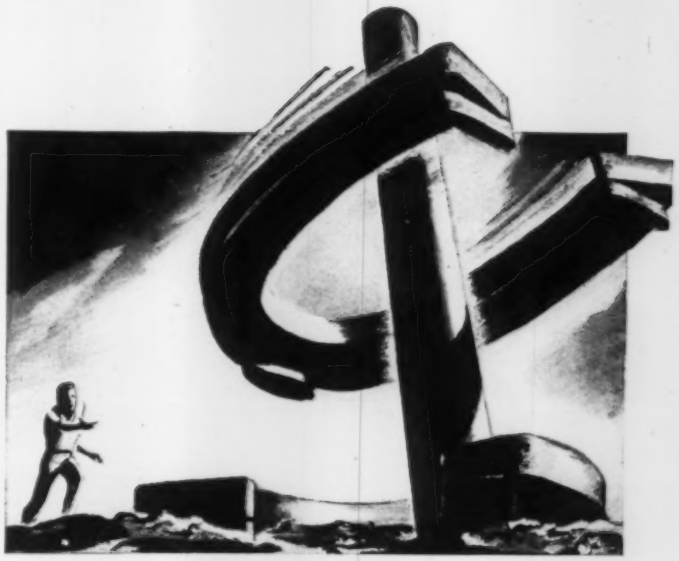
MISSOURI

Cape Girardeau (See also Cairo, Ill.)	239, 241
Clayton	See St. Louis
Columbia	223, 274
Hannibal	240, 242
Jefferson City	264, 266
Joplin	272, 274
Kansas City (Includes Kansas City, Kan.)	246, 248, 250, 252, 254, 256, 258, 260, 262
Poplar Bluff	276, 278
St. Joseph	234, 236
St. Louis (Includes Clayton)	221, 225, 227, 229, 231, 233, 235, 237, 244, 246, 272
Sedalia	268, 270
Springfield	224, 226, 228, 230, 232

MONTANA

Billings	239, 241
Bozeman	243, 245
Butte	248, 250
Great Falls	256, 258
Helena	252, 254
Kalispell	260, 262
Miles City	235, 237

(Continued on page 66)



CONTROL!

Only MOTION PICTURES give you Control—
Showmanship Control
—vital on TELEVISION programs

Q. What guarantees perfect lighting—absolute focus—flawless dialogue?

A. *FILM!*

Q. What makes possible repeat performances of universal quality—identical selling messages—selective marketing?

A. *FILM!*

Q. What eliminates costly rehearsals—telephone line charges—time zone differentials?

A. *FILM!*

In TELEVISION...FILM removes the question mark!

Now available for sponsorship . . . exclusive Telereel* Series. In 13, 26 or 52 week installments.

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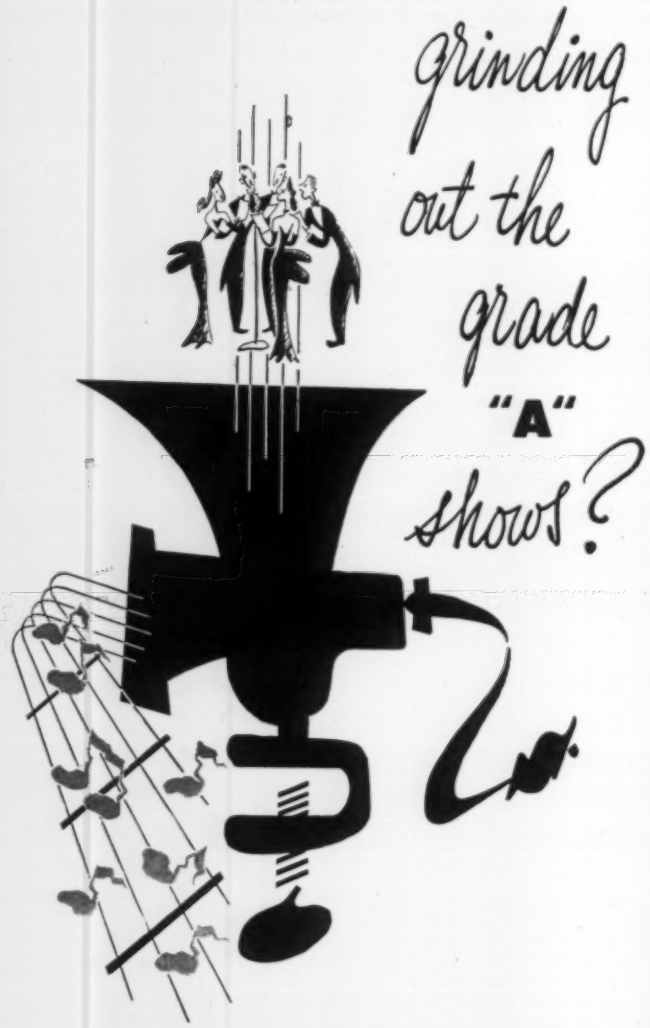

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the heart of the duplex loudspeaker system

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LANSING CORPORATION
1161 N. Vine St., Hollywood 38, Cal.
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"KEEP ADVANCING WITH ALTEC LANSING"

FM Channels

(*Continued from page 65*)

General Area	*Channel No.*
Missoula	264, 266
Sidney	230, 232
NEBRASKA	
Fremont (See also Omaha)	280
Grand Island	263, 265
Hastings	233, 235
Kearney	226, 228
Lincoln	245, 247, 249, 268
Norfolk	254, 256
North Platte	222, 224
Omaha (See also Fremont)	221, 223, 225, 227, 229, 251, 271
Scottsbluff	234, 236
NEVADA	
Boulder City	255, 257
Las Vegas	259, 261, 263
Reno	259, 261, 263
NEW HAMPSHIRE	
Claremont	271
Laconia	259
Manchester	269, 279
Mount Washington	251, 253, 255, 257
Portsmouth	249
NEW JERSEY	
Alpine	See New York
Atlantic City	252, 280
Bridgeton	268
Camden	See Philadelphia
Ewing Township	See Trenton
Jersey City	See New York
Newark	See New York
Paterson	See New York
Trenton (Includes Ewing Township)	270, 272, 278
NEW MEXICO	
Albuquerque	245, 247, 249, 251
Carlsbad	221, 223
Clovis	237, 239
Gallup	238, 240
Hobbs	246, 248
Las Vegas	254, 256
Roswell	233, 235
Santa Fe	258, 260
Tucumcari	276, 278

KFMB
Sells
SAN DIEGO

465,720 People (by actual 1946 U. S. Census) live within 15 miles of our antenna—all but 9,500 within 5 miles of downtown San Diego. You sell quickly, surely —because you sell "from within" when you use KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

General Area	*Channel No.*
NEW YORK	
Albany (Includes Schenectady and Troy)	221, 223, 225, 227, 229, 231, 233, 235, 259, 264, 266, 272
Auburn	See Syracuse
Batavia	241, 243
Binghamton	242, 244, 246
Brooklyn	See New York
Buffalo (Includes Niagara Falls)	221, 223, 225, 227, 229, 231, 233, 235, 237, 239
Coram	See New York (Possibly Connecticut channels
Corning (See also Elmira)	236
Dunkirk	276
Elmira (See also Corning)	238
Gloversville	245
Hornell	260
Ithaca	258, 267
Jamestown	268, 270
Massena	226, 228
Mt. Vernon	See New York
New York (Includes numerous adjacent cities)	221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 258
Niagara Falls	See Buffalo
Ogdensburg	260, 262
Olean	272, 274
Oneonta	275
Oswego	270
Plattsburg	222, 224
Poughkeepsie	277
Rochester	245, 247, 249, 251, 255, 278
Saranac Lake	237, 239
Schenectady	See Albany
Syracuse (Includes Auburn)	224, 226, 228, 230, 232, 234, 276
Troy	See Albany
Utica	248, 250, 252, 254
Watertown	256, 265
West New Brighton	See New York
White Plains	See New York
Woodside	See New York
NORTH CAROLINA	
Asheville	232, 234, 236
Burlington	267
Charlotte (See also Gastonia)	264, 266, 273, 275
Concord (See also Salisbury)	262
Durham	257
Elizabeth City	236, 238
Fayetteville	263
Gastonia (See also Charlotte)	271
Goldsboro	259
Greensboro (See also High Point and Winston-Salem)	251, 253, 255, 269
Greenville	241, 243
Henderson	265
Hickory	258
High Point (See also Greensboro and Winston-Salem)	249, 278
Kinston (See also New Bern)	252, 254
New Bern (See also Kinston)	233
Jacksonville	272, 274
Raleigh	226, 228, 235, 237, 239
Roanoke Rapids (See also Rocky Mount)	273, 275
Rocky Mount (See also Roanoke Rapids)	277, 279
Salisbury	260
Washington	270
Wilmington	221, 223
Wilson	245, 247, 261
Winston-Salem (See also Greensboro and High Point)	241, 243, 247, 280

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know... select
630 KC. **CKRC** 5KW. 500

REPRESENTATIVE - WEED & CO.

General Area	Channel No.
NORTH DAKOTA	
Bismarck (Includes Mandan)	222, 224, 226, 228
Devil's Lake	231, 233
Fargo (See also Moorhead, Minn.)	261, 263
Grand Forks	236, 238, 240, 242
Jamestown	245, 247
Mandan	See Bismarck
Minot	249, 251
Valley City	268, 270
OHIO	
Akron (Includes Tallmadge)	222, 238, 240
Alliance (Includes Canton)	242, 244, 246
Ashland	264, 266
Ashtabula	See Erie, Pa.
Athens	275
Bellaire	See Wheeling, W. Va.
Canton	See Alliance
Cincinnati (Includes Hamilton)	239, 241, 243, 245, 247, 249, 251, 253, 255
Cleveland (Includes Lorain)	224, 226, 228, 230, 232, 234, 236
Columbus	221, 223, 225, 227, 229, 231, 233, 235
Dayton (Includes Springfield)	257, 259, 261, 263, 265
Findlay	269
Fostoria	274
Freemont	See Toledo
Hamilton	See Cincinnati
Lima	242, 244, 246
Lorain	See Cleveland
Mansfield	276, 278
Marion	272
Newark (Includes Zanesville)	268, 270
Portsmouth	See Huntington, W. Va.
Springfield	See Dayton
Steubenville	See Wheeling, W. Va.
Tallmadge	See Akron
Toledo (Includes Freemont)	249, 251, 253, 255
Warren	269, 271, also Sharon, Pa.
Wooster	248, 250
Youngstown	See Sharon, Pa.
Zanesville	See Newark
OKLAHOMA	
Ada	271, 273
Ardmore	246
Bartlesville	231
Durant	276
Elk City	238, 240
Enid	268, 270
Lawton	275, 277
Muskogee	221, 223
Norman	See Oklahoma City
Oklahoma City (Includes Ponca City and Norman)	253, 255, 257, 259, 261, 263, 265
Okmulgee	250, 280
Ponca City	See Oklahoma City or Tulsa
Shawnee	242, 244
Tulsa	225, 227, 229, 233, 235
OREGON	
Albany	253, 255
Astoria	269, 280
Baker	254, 256
Bend	222, 224
Marshfield	263, 265
Corvallis (See also Albany)	257
The Dalles	249, 251
Eugene	259, 261
Grants Pass	272, 274
Klamath Falls	238, 240, 242
La Grande	226, 228
Medford	276, 278
Pendleton	230, 232

General Area	Channel No.
Portland (See also Vancouver, Wash.)	221, 223, 225, 227, 229, 233, 235, 237, 239, 241, 243, 271
Roseburg	267, 269
Salem	245, 247
PENNSYLVANIA	
Allentown (Includes Bethlehem and Easton)	234, 236, 238, 240
Altoona	264, 266
Beaver Falls	See Pittsburgh
Bethlehem	See Allentown
Bradford	246 See also Jamestown and Olean, N. Y.
Butler	See Pittsburgh
Clearfield	See DuBois
DuBois (Includes Clearfield)	248, 250
Easton	See Allentown
Erie (Includes Ashtabula, Ohio)	259, 261, 263, 265
Glenside	See Philadelphia
Greensburg	237
Harrisburg	245, 247, 249, 270, 272, 278
Johnstown	258, 260
Lancaster	222, 224
Lewistown	274, 276
Meadville	See Sharon
New Castle	See Sharon
New Kensington	See Pittsburgh
Oil City	278, 280
Philadelphia (Includes Glenside, Pa., and Camden, N. J.)	242, 244, 246, 248, 250, 254, 256, 258, 260, 262, 274, 276,

General Area	Channel No.
Pittsburgh (Includes New Kensington, Beaver Falls and Butler, Pa.)	221, 223, 225, 227, 229, 231, 233, 235
Pottsville	252
Reading	226, 228, 230, 232
Scranton (Includes Wilkes-Barre)	261, 263, 265, 269, 271, 273, 277, 279
Sharon (Includes Warren and Youngstown, Ohio and Meadville and New Castle)	251, 253, 255, 257, 273, 275
Stage College	254
Sunbury	257, 259
Uniontown	241, 243
Washington	277, 279
Wilkes-Barre	See Scranton
Williamsport	221, 223
York	235, 237, 241, 243
RHODE ISLAND	
Pawtucket	See Providence
Providence	254, 256, 258, 270, 272, 278
SOUTH CAROLINA	
Anderson	278, 280
Charleston	222, 224, 226
Columbia (See also Sumter)	250, 252, 254, 256
Conway	242
Florence	230
Greenville (See also Spartanburg)	225, 227, 229

General Area	Channel No.
Greenwood	240, 242
Lancaster	268
Rock Hill	238
Spartanburg (See also Greenville)	221, 223
Sumter (See also Columbia)	277, 279
SOUTH DAKOTA	
Aberdeen	253, 255
Pierre	277, 279
Rapid City	221, 223, 225, 227
Sioux Falls	262, 264, 266, 268
Vermillion	258, 260
Watertown	237, 239
Yankton	270, 272
TENNESSEE	
Bristol (Includes Johnson City and Kingsport)	245, 279
Chattanooga (Includes Cleveland)	233, 235, 237, 239, 241, 243
Clarksville	254, 256
Cleveland	See Chattanooga
Cookeville	263
Jackson	222, 236
Johnson City (Also see Bristol)	269
Kingsport (Also see Bristol)	277
Knoxville	222, 224, 226, 228, 230

(*Continued on page 74*)

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PROGRAMS

CO-OPERATING with health officials to prevent spread of polio, KFXJ Grand Junction, Col., has devoted 20 quarter hour public interest programs per week as well as numerous spots and editorials on precautionary measures against the disease. Several new juvenile entertainment programs have been added for the benefit of children confined at home.

Veterans Service

DURING September WLS Chicago is devoting its Sunday "In the Public Interest" series to four programs of information on various veterans organizations. Quarter hour discussions cover American Legion, Veterans of Foreign Wars, AMVETS and American Veterans Committee.

Boosts Market

DURING tobacco season WLAT Conway, S. C., is airing daily interviews with tobacco farmers and buyers direct from warehouse floors. Station urges listeners to sell their tobacco in local market. Nylons are given all women interviewed.

Weather Data

HARTFORD, Conn. station of the U. S. Weather Bureau and WTIC Hartford are cooperating in presentation of special weather service to tobacco growers of the Connecticut Valley during critical period while tobacco is curing in the sheds. Daily reports are aired.

Wishes Granted

WISHES expressed in letters will come true on new five weekly half hour MBS "Your Heart's Desire" starting Sept. 9. Originating from Billingsley's Restaurant, Hollywood, letters sent in by listeners will be read by women members of the audience who also are to select most deserving. Each wish will be fulfilled without personal appearance of writer. Ben Alexander will m.c. with Mike Roy handling announcer assignment.

Sports Forum

HOW ATHLETICS and physical training help to coordinate activities of both children and adults provides basis for "Sports Roundtable" on KROW Oakland, Calif. Program is transcribed each week at Oakland Athens Athletic Club and broadcast later same day.

Philosophy Series

FEATURING folksy philosophy, program titled "Just Between Us" is conducted by Bernard Cooney in five weekly 15-minute format on KSFO San Francisco. Mr. Cooney quotes from works of great minds in prose and poetry, material ranging from history to music. Program is sponsored by Bear Photo Service, San Francisco.

Juvenile Dramas

IN COOPERATION with the Community Chest, KSFO San Francisco has started a series of dramatic shows titled "Give 'Em a Break," dealing with problems of juvenile delinquency. Programs are presented before a studio audience of some 50 youngsters brought to the station each week by an agency of the Community Chest. Stories are taken from actual cases in current files of the San Francisco Juvenile Court.

KWG at Fair

KWG Stockton, Calif., a McClatchy station, has scheduled more than 70 originations from the San Joaquin County Fair, Aug. 31-Sept. 9. Station built special studio in the main exhibit building where most of programs originate. Katherine Kitchen, KWG home economics expert, is at the fair daily in charge of a special home economics booth also constructed by station.

Civic Attractions

TELEVISION series visualizing civic problems, improvement plans and municipal points of interest in Los Angeles is new feature of W6XYZ Hollywood, operated by Television Productions Inc., subsidiary of Paramount Pictures. Show is named "Your Town, Los Angeles, Presents."

Veterans Panel

PANEL of former G. I.'s and members of veterans organizations discusses veterans problems and groups in "The Veteran Speaks," Thurs. 8:30 p.m., over KBON Omaha, Neb. Hugh Bader, KBON announcer and a veteran, is moderator of the program, sponsored by Rocket Air Service, distributor of Piper Cubs in Omaha.

Lost and Found

DAILY quarter-hour pet program using lost and found column format has been started on KIEV Glendale, Calif. Program is sponsored by Mim's Dog Food Co., Huntington Park, Calif., placing through Pat Patrick Co., Glendale.

ABC Video Series

PRODUCED by ABC Central Division, "Stump the Authors" is title of new television series started Sept. 6 on WBKB, Balaban & Katz Chicago video outlet. Telecasts are aired in Fri. 9-9:30 p.m. (CDT) period. WBKB is using new image orthicon cameras.

WPTF Contest

COMPETITIVE AUDITIONS for young artists with a $500 music scholarship as prize will begin Oct. 5 over WPTF Raleigh, N. C., as an added feature of its "Stars of Tomorrow" series. Contest is open to both singers and instrumentalists between the ages of 15 and 20.

Commentary Format

ALEXANDER GABRIEL, news commentator of WEVD New York and Transradio Press editor, has changed the format of his current straight news commentary aired Tues. through Fri. 8:30-8:45 p.m. into a threefold approach which he calls "The Three Pillars of the News." Program consists of a brief summary of the day's news followed by short previews under title of "A Glimpse Into the News of Tomorrow," and concluded with proposals to contribute to the public welfare and social betterment of the nation, state or local community.

WNYC Drama Group

NEW DRAMATIC group headed by Jay Sidney, formerly of the Equity-Library Theatre, will begin to produce dramas Sept. 15 on WNYC New York, Sun. 1-1:30 p.m. Known as the "Experimental Theatre of the Air," the group will broadcast original plays by unknown writers in addition to a number of scripts released by ABC for use on the new series. Melvin Elliott, WCBS New York newscaster, will act in an advisory capacity.

Comedy Award

THE NATIONAL Laugh Week Foundation will offer the "Henny Youngman Award," a presentation of $500 annually for the "Best Comedy Radio Program in the Public Interest," with the first award to be made in June 1947 for gag-writing efforts during the 1946-47 season, commencing Oct. 1. Henny Youngman, comedian of radio, stage, screen and nightclub, has authorized the Foundation to offer the award in a feeling that "radio comedy and gag-writing can be elevated to the position that it will serve the public interest as well as the public's funnybone." Billy Rose, Ben Hecht and several other known figures are to act as judges.

Video Newsreel

DOCUMENTARY newsreel, "NBC Telescope," has started on WNBT New York NBC video outlet, in Sun. 8-8:15 p.m. period. Outstanding news story of the week is presented. Program is produced and edited by Edwin S. Mills, narrated by Larry Semon.

Aircraft Weather

WHIO Dayton, Ohio, is broadcasting complete aircraft weather report Mon. through Fri. 9 a.m. Both local and national data are given.

New Crews Book

ALBERT CREWS, NBC Central Division production-director, has completed his second radio textbook, *Professional Radio Writing*, scheduled for October publication. Mr. Crews' first book, *Radio Production Directing*, was published by Houghton Mifflin in 1941. His second text is the third volume in Houghton Mifflin radio broadcasting series to emanate from NBC-Northwestern U. Summer Radio Institute. Judith Waller's (educational director of NBC Central Division) *Radio, the Fifth Estate* was published in June. Mr. Crews' new book covers all phases of radio scripting.

WJR Dividend

DIRECTORS of the Goodwill Station Inc., licensee of WKJR Detroit, voted to pay the corporation's 43d consecutive quarterly dividend 50 cents per share, on Sept. 12 to holders of record on Sept. 6, G. A. Richards, president, announced.

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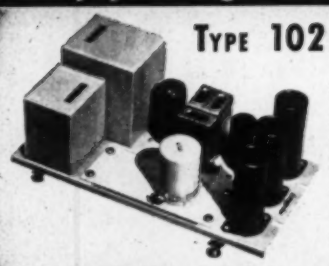
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FCC Actions

(Continued from page 62)

6052. It was further ordered that the petition insofar as it requests grant of application as amended, be dismissed.

Maricopa Broadcasters Inc., Phoenix, Ariz.—Granted motion to take depositions on Sept. 18 in re application for CP.

KARM, The George Harm Station, Fresno, Calif.; Alvin E. Nelson Inc., San Francisco; State College of Wash., Pullman, Wash.—Granted joint petition for continuance of hearing now set for Sept. 16, and continued same to Dec. 9, 1946.

Tower Realty Co., Baltimore, Md.—Granted motion to take depositions in re application for CP, said depositions to be taken at hearing room, State Tax Commission, Union Trust Bldg., Baltimore, except that of Archbishop Curley which will be taken at his residence.

Maricopa Broadcasters Inc., Phoenix, Ariz.; Radio Phoenix Inc., Phoenix, Ariz.—Denied petition requesting that the hearing on its applications now scheduled for Sept. 26 in Washington, be held at Phoenix insofar as the non-engineering testimony is concerned.

Century Bcstg. Co., Corpus Christi, Tex.—The Commission on its own motion continued without date until further order of the Commission, the hearing now set for Oct. 10.

Tennessee Radio Corp., Nashville, Tenn.—Granted petition for extension of time in which to file request for oral argument, etc., to proposed decision, and extended the time to Sept. 5 in which to file exceptions to the proposed decision.

Peoria Bcstg. Co., Peoria, Ill—Granted petition requesting leave to amend its application for CP so as to specify a modified DA system, etc., and the amendment was accepted.

KSFO San Francisco, Calif.—Granted petition for continuance of hearing now scheduled for Sept. 5 in re application for CP and KQW's application, and continued said hearing to Nov. 14, 1946.

SEPTEMBER 4

BY COMMISSION EN BANC

On its own motion the Commission continued the hearing on the Los Angeles FM applications (Docket No. 7727 et al) now scheduled for Oct. 14 at Los Angeles, to November 18 at Los Angeles.

BY ADMINISTRATIVE BOARD

WRNO Orangeburg, S. C.—Granted modification of CP which authorized a new station, to change name of applicant to WRNO Inc., make changes in antenna, changes in transmitting equipment, change transmitter and studio locations to 0.3 mi. E. of Orangeburg on State Highway 4, and extend commencement and completion dates to 60 days after grant and 180 days thereafter, respectively.

KWHK Hutchinson, Kan.—Granted modification of CP which authorized a new station, for approval of antenna and of transmitter and studio locations RFD, Hutchinson, S½ of SW¼ Sec. 35-22-6, Hutchinson, and 12 West 5th St., Hutchinson, Kan., respectively.

WDNL Bradenton, Fla.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at Chamber of Commerce Bldg., Municipal Pier, Bradenton. Permittee is granted a waiver of Sec. 3.55(b) of the Commission's rules; conditions.

WHBS Huntsville, Ala.—Granted modification of CP which authorized a new station, to change type of transmitter, approval of antenna, approval of transmitter and studio locations at W. side of County Road, corner of O'Shaugnessy Ave., No. of Huntsville, and corner of Gallatin and W. Clinton Sts., Huntsville, respectively.

WKAB Mobile, Ala.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at Madison and Front Sts. Mobile, Ala., and change in transmitting equipment.

WPNA Alpena, Mich.—Granted modification of CP which authorized a new station, to change type of transmitter, approval of antenna and approval of transmitter and studio locations at 301 No. 2nd St., Alpena, Mich.

WFRP Savannah, Ga.—Granted modification of CP which authorized a new station, to change type of transmitter, for approval of antenna and approval of transmitter and studio locations at Perry Lane, Savannah, and 219 E. Charlton St., Savannah, respectively. Permittee is granted waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

KJAM Vernal, Utah—Granted modification of CP which authorized a new station, for changes in transmitting equipment, approval of antenna and approval of transmitter and studio locations at Main St. on 1st East St., Vernal, Utah.

KEIO Pocatello, Ida.—Granted modification of CP which authorized a new station, to change type of transmitter, and for approval of antenna and transmitter site at Cedar St. and Pole Line Road, 0.7 miles No. Pocatello.

SEPTEMBER 4

ACTIONS IN DOCKET CASES

AM—1490 kc

Richard George Hughes, Berger, Tex.—Final decision announced granting CP for new station, 1490 kc, 250 w unlimited time, subject to CAA approval of antenna system and site; Commission simultaneously denied application of Berger Bcstg. Co., Berger, for same facilities.

AM—1450 kc

Southwestern Bcstg. Corp., Odessa, Tex.—Final decision announced granting CP new station, 1450 kc, 250 w unlimited time, subject to condition that within 30 days application be filed for modification of permit to specify exact transmitter site and antenna system meeting requirements of Commission's standards; Commission also denied mutually exclusive application of Permian Basin Bcstg. Co. for same facilities.

AM—1240 kc

Thompson Bcstg. Co., Altoona, Pa.—Order adopted making final grant CP new station 1240 kc, 250 w, unlimited time, subject to filing within 30 days of an application for modification of permit specifying transmitter site and antenna system meeting requirements of Commission's standards, further subject to the installation of approved frequency and modulation monitors when available, the provisions of Secs. 3.55(b) and 3.60 of the Commission's rules being waived pending such installation. With respect to conflicting application of Altoona Bcstg. Co. for same facilities, Commission on Aug. 23 granted petition of Altoona Bcstg. Co. for leave to amend its application so as to request 650 kc, 250 w, unlimited time, and, as amended, removed application from the hearing docket.

SEPTEMBER 5

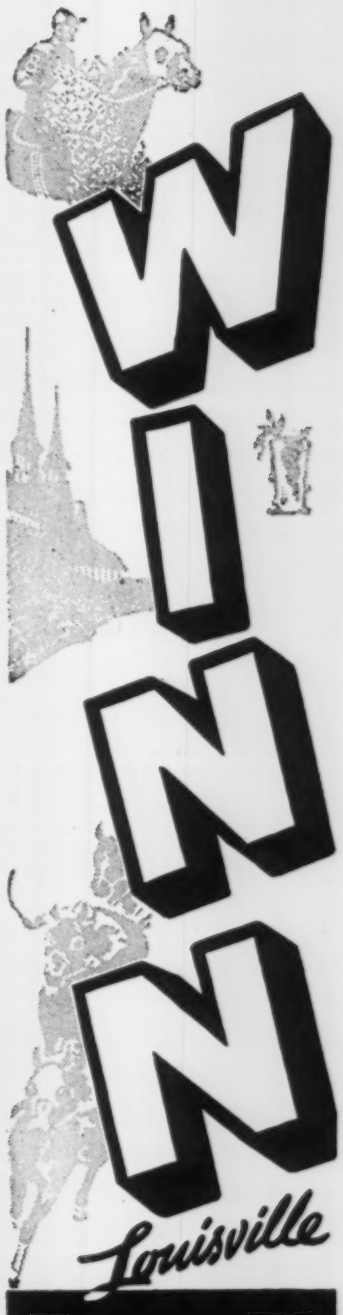
BY ADMINISTRATIVE BOARD

WTBO Cumberland, Md.—Granted license to cover CP which authorized installation of new antenna and ground system. Also granted authority to determine operating power by direct measurement.

WCOL Columbus, Ohio—Granted license to cover CP which authorized installation of a new transmitter and vertical antenna and change in transmitter location. Also authority to determine operating power by direct measurement.

KERO Bakersfield, Cal.—Granted license to cover CP which authorized a

(Continued on page 70)



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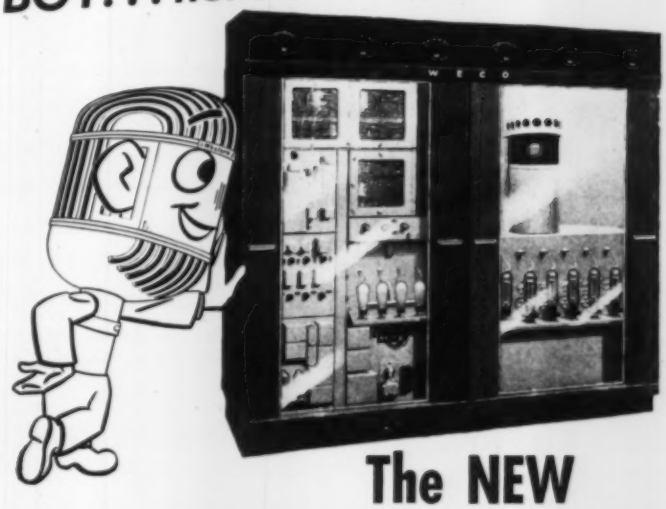

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FCC Actions

(Continued from page 69)

new station to operate on 1250 kc, 250 w, unlimited time; and change in studio location to 1420 Truxtun Ave., Bakersfield. Also granted authority to determine operating power by direct measurement of antenna power. Licensee is granted a waiver of Secs. 3.55(b) and 3.60 of the rules; conditions.

KUGN Eugene, Ore.—Granted license to cover CP which authorized a new station to operate on 1400 kc, 250 w, unlimited time, and for approval of studio location at Coburg Road, Eugene. Also granted authority to determine operating power by direct measurement.

WDSG Dyersburg, Tenn.—Granted license to cover CP which authorized a new station to operate on 1450 kc, 250 w, unlimited time. Also granted authority to determine operating power by direct measurement. Licensee is granted a waiver of Secs. 3.55(b) and 3.60 of the rules; conditions.

WDSC Dillon, S. C.—Granted license to cover CP which authorized a new station to operate on 800 kc, 1 kw, daytime, and for approval of studio location on U. S. Highway 301, 3.7 mi. SW of Dillon. Licensee is granted waiver of Secs. 3.55(b) and 3.60 of the rules; conditions. Also authority to determine operating power by direct measurement.

WMGY Montgomery, Ala.—Granted license to cover CP which authorized a new station to operate on 800 kc, 1 kw, day only. Also authority to determine operating power by direct measurement.

WKAX Birmingham, Ala.—Granted license to cover CP which authorized a new station to operate on 900 kc, 1 kw, daytime. Also authority to determine operating power by direct measurement of antenna power.

WJOI Florence, Ala.—Granted license to cover CP which authorized a new station to operate on 1340 kc, 250 w, unlimited time. Licensee is granted a waiver of Secs. 3.55(b) and 3.60 of the rules; conditions. Also authority to determine operating power by direct measurement.

WNYE Brooklyn, N. Y.—Granted CP to specify frequency as Channel 219, 91.7 mc., and change power to 20 kw effective radiated power; change type of transmitter and make changes in antenna system of noncommercial education broadcasting station.

Radio Corp. of America, Portable-Mobile, within Continental U. S.—Granted CP for new experimental television relay broadcast station; frequencies to be assigned by chief engineer as needed; emission: visual A5; aural A3 and special; power: visual 30 w; aural 20 w.

WDUK Durham, N. C.—Granted license to cover CP which authorized a new station to operate on 1310 kc, 1 kw, daytime, and for change in studio location to 205½ W. Main St., Durham. Licensee is granted a waiver of Sec. 3.60 of the Commission's rules; conditions. Also authority to determine operating power by direct measurement.

KSTT Davenport, Iowa—Granted license to cover CP which authorized a new station to operate on 750 kc, 250 w, daytime, and for change in studio location to 324 Main St., Davenport Hotel. Licensee is granted a waiver of Sec. 3.55(b) of rules; conditions. Also granted authority to determine operating power by direct measurement.

KGAK Gallup, N. M.—Granted license to cover CP which authorized a new station to operate on 1250 kc, 250 w, unlimited time. Licensee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions. Also granted authority to determine operating power by direct measurement.

Bendix Aviation Corp., Bendix Radio Division, Towson, Md.—Granted CP for a new experimental television broadcast station; frequencies to be assigned by chief engineer from time to time; 100 w power; emission: visual A5 and special; power: visual 20 w; aural 20 w.

Don Lee Bcstg. System, Hollywood, Calif.—Granted CP for new experimental television station; frequencies to be assigned by the chief engineer; power not in excess of 250 w peak; special emission for combined aural and visual transmission.

BY COMMISSIONER WAKEFIELD

KSFO San Francisco, Calif.—Granted petition for leave to amend its application for CP so as to specify a new transmitter site; specify revised engineering data, etc., and the amendment was accepted.

SEPTEMBER 5

BY COMMISSION EN BANC

AM—1340 kc

Yellowstone Amusement Co., Livingston, Mont.—Granted CP for a new station to operate on 1340 kc, 250 w, unlimited time, subject to approval of transmitter site and antenna system by the CAA.

AM—1490 kc

Big Bend Broadcasters, Alpine, Tex.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, subject to approval of antenna system and transmitter site by the CAA.

AM—1450 kc

James L. Frank, Colorado Springs, Col.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time, subject to installing approved frequency and modulation monitors when available, and to filing, within 60 days of grant, an application for modification of CP specifying transmitter site and antenna system meeting the requirements of the engineering standards; and subject to any interference it may receive if application of Moreco Bcstg. Co., for a new station at Greeley, Colo., should be granted.

AM—1450 kc

Gifford Phillips, Denver, Col.; Moreco Bcstg. Co., Greeley, Col.—Designated for consolidated hearing application of Gifford Phillips for a new station at Denver to operate on 1450 kc, 250 w, unlimited time, with application of Moreco Bcstg. Co., requesting the same facilities at Greeley.

Action Set Aside

The Administrative Board set aside its action of August 26 (reported August 27), granting a license to The Alamo Bcstg. Co. Inc., San Antonio, Tex. (KABC), for license to cover CP authorizing change in frequency, etc. with authority to determine operating power by direct measurement.

Developmental

Federal Telecommunication Laboratories Inc., New York—Granted CP for a new developmental broadcast station at 67 Broad Street, New York; frequencies that may be assigned by the Commission's chief engineer from time to time; 30 w maximum power; emission: special for pulse and frequency modulation, for the purpose of testing experimental multi-channel broadcasting.

FCC Box Score

STATUS of new station applications as of Sept. 5:

AM — 373 applications pending; 448 in hearing; 303 construction permits issued this year (of which three have been rescinded). **Total standard stations to date: 1297.**

FM — 207 applications pending; 145 in hearing; 519 conditional grants issued this year, of which 236 are now regular construction permits. **Total FM stations: 562.**

Television—25 applications pending; 23 in hearing; 28 construction permits issued. **Total television stations: 35.**

FM CONDITIONAL GRANTS

The following were given conditional grants subject to engineering conditions (all Class B stations): Marysville-Yuba City Broadcasters Inc., Calif.; Radio Diablo Inc., San Bruno, Calif.; adopted order granting leave to amend to show additional financial and corporate data; supplemental engineering information, etc. Further ordered that application as amended, be removed from docket and conditionally granted); Sunflower Bcstg. System, Kansas City; Darrell E. Yates, Lufkin, Tex.; Wichita Broadcasters, a partnership composed of Joe B. Carrigan, et al, Wichita Falls, Tex.; Piedmont Bcstg. Corp., Danville, Va.; Shenandoah Valley Bcstg. Corp., Harrisonburg, Va.; Thomas Garland Tinsley Jr., Richmond, Va.; Suffolk Bcstg. Corp., Suffolk, Va.; Daily News Pub. Co., Beloit, Wis.

WINX-FM Washington, D. C.—Granted request for special temporary authority to operate WINX-FM commercially on both 43.2 and 92.9 mc. until such time as station can commence operation at the authorized power of 20 kw.

Experimental Television

Continental Television Corp., Boston, Mass.—Granted CP for a new station; center frequencies and modulating frequencies that may be assigned by the Commission's chief engineer from time to time; A0, A3, A5 and special for FM and television, including pulse; 1 kw peak output.

The Conestoga Television Association Inc., Lancaster, Pa.—Granted CP for a new station; frequencies that may be assigned by the Commission's chief engineer from time to time; A3, A5, and special for television; 200 w peak output. (This experimentation is to provide Lancaster with television broadcast service. The plan is to intercept the signals broadcast from the Philco television station in Philadelphia and to rebroadcast them to the Lancaster area on an ultra-high frequency.)

Applications . . .

AUGUST 30

AM—630 kc

KPOA Honolulu, Hawaii—Modification of CP which authorized a new standard

TOPS IN NEWS!

Louis L. Kaufman, KQV's famed reporter, with highest batting average in Pittsburgh at 9 A.M. and 1 P.M. (both sponsored) is now joined by another slugging reporter to cover the daily 12 o'clock noon spot—Dick Cook, aggressive editor of Pittsburgh's Bulletin Index. KQV is always on top of the local news.

(Basic Mutual—1410 KC—5000 W after Sept.)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

the arizona network

Where ninety-five percent of Arizona's retail sales are made: KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Lowell-Douglas. Affiliated in management with WLS, in Chicago.

JOHN BLAIR & COMPANY

broadcast station, for approval of antenna and transmitter location.

AM—1010 kc

WINS New York, New York—Modification of CP as modified which authorized increase in power, new transmitter and directional antenna, for extension of completion date—AMENDED: to change name of applicant from Hearst Radio Inc. to the Crosley Corp.

AM—1340 kc

WPNA Alpena, Mich.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, for approval of antenna and approval of transmitter and studio locations—AMENDED: to change type of transmitter.

AM—1590 kc

WLOW Portsmouth, Va.—Modification of CP which authorized a new standard broadcast station, to move studio location from Portsmouth to Norfolk.

AM—1310 kc

WGH Newport News, Va.—CP to change frequency from 1340 to 1310 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use, and change transmitter location.

FM—Unassigned

Sky Way Bcstg. Corp., Columbus, Ohio—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 10,990 sq. mi.

AM—1590 kc

KCBD Lubbock, Tex.—Modification of CP which authorized a new standard broadcast station, for approval of directional antenna and to change type of transmitter and change transmitter location.

AM—1450 kc

WRNO Orangeburg, S. C.—Modification of CP as modified which authorized a new standard broadcast station, to change name of applicant from The Observer Radio Co. to WRNO Inc., to make changes in antenna, for changes in transmitting equipment, to change transmitter and studio locations and extension of commencement and completion dates.

AM—970 kc

WFLA Tampa, Fla.—Modification of CP which authorized changes in directional antenna for night use, for extension of commencement and completion dates.

AM—730 kc

WTIK Durham, N. C.—CP to increase power from 500 w to 1 kw and change type of transmitter.

AM—1460 kc

WJPF Herrin, Ill.—CP to change frequency from 1340 to 1460 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for night use.

AM—1140 kc

WSIV Pekin, Ill.—CP to increase power from 250 w to 1 kw, change type of transmitter and change studio location.

AM—580 kc

KFXD Boise, Ida.—Modification of CP which authorized change in frequency, increase in power, changes in transmitting equipment, installation of directional antenna for day and night use and change in transmitter and studio locations, for approval of directional antenna, to install new transmitter and make change in transmitter and studio locations.

Amendment Returned:

AM—1020 kc

William F. Butt & Paris G. Singer, d/b as The Voice of Thomaston, Thomaston, Ga.—CP new standard broadcast station to be operated on 1030 kc, 250 w and daytime hours of operation—AMENDED: to change frequency from 1030 to 1020 kc.

WTOD Facilities

WTOD Toledo, Ohio, on Aug. 27 was granted by FCC Administrative Board a license to cover construction permit authorizing a new daytime station on 1560 kc with 1 kw and authority to determine operating power by direct measurement. Report on the grant in BROADCASTING Sept. 2 erroneously listed facilities as 1230 kc with 250 w daytime.

Applications Dismissed:

AM—1490 kc

Siskiyou Bcstg. Co., Yreka, Calif.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation. (Request of applicant.)

Applications Tendered for Filing:

AM—950 kc

WORL Boston, Mass.—Consent to transfer of control from Harold A. Lafount, Sanford H. Cohen and George Cohen to Bitner Bcstg. Co.

AM—1400 kc

Mid-Atlantic Bcstg. Co., Atlantic City, N. J.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1240 kc

J. B. Fuqua, Greenville, S. C.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1450 kc

New Mexico Bcstg. Co. Inc., Clovis, N. M.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1340 kc

New Mexico Bcstg. Co. Inc., Roswell, N. M.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1300 kc

Frank M. Helm, Modesto, Calif.—CP new standard broadcast station to be operated on 1300 kc, 1 kw, directional antenna and unlimited hours of operation.

SEPTEMBER 3

Experimental Video

Cherry & Webb Bcstg. Co., Providence, R. I.—CP new experimental television broadcast station to be operated on frequency to be assigned by FCC in band from 480-920 mc, power not to exceed 1 kw and emission special for color television.

Experimental

W1XHR Cambridge, Mass.—CP to change power from 250 w to 1 kw, to install a new transmitter and make changes in antenna system.

AM—630 kc

KOOS Coos Bay, Ore.—CP to change frequency from 1230 to 630 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use and change transmitter location.

Applications Tendered for Filing:

AM—590 kc

WBAX Wilkes-Barre, Pa.—CP to change frequency from 1240 to 590 kc, power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use.

AM—1450 kc

Ashbacker Radio Corp., Holland, Mich.—CP new standard broadcast station to be operated on 1450 kc, 100 w and unlimited hours of operation.

AM—1450 kc

Roy C. Kelley, Ray M. Veenstra and George S. Norcross, a partnership d/b as KVN Co., Holland, Mich.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1490 kc

Ashbacker Radio Corp., Manistee, Mich.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation. (Contingent on grant of WKBZ.)

AM—1240 kc

Roy C. Kelley, Ray M. Veenstra and George S. Norcross, a partnership d/b as KVN Co., Benton Harbor, Mich.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1240 kc

William E. Brooks, Brewton, Ala.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—790 kc

C. Harold Ferran, E. L. Ferran, Harvey K. Glass, R. J. Schneider and Frank W. Stebbins, d/b as Lake County Broadcasters, Eustis, Fla.—CP new standard broadcast station to be operated on 790 kc, 1 kw, directional antenna and unlimited hours of operation.

AM—1450 kc

Oscar C. Hirsch, Flat River, Mo.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1450 kc

Moreco Bcstg. Co., Greeley, Colo.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—730-1030 kc

KOB Albuquerque, N. M.—Consent to involuntary assignment of license, construction permit and special service authorization to The Regents of the New Mexico College of Agriculture and Mechanic Arts.

50-kw Hearing Extended

CONTINUANCE of hearing date from last Thursday (Sept. 5) to Nov. 14 on KSFO San Francisco-KQW San Jose applications for 50-kw power on 740 kc, requested in a KSFO petition, was announced by the FCC last Tuesday. KSFO declared that it wished to amend its application to specify a new transmitter site. The extension will also allow newly appointed KQW legal counsel—Washington firm of Dow, Lohnes & Albertson—time to familiarize itself with the case [CLOSED CIRCUIT, Sept. 2]. KSFO now operates on 560 kc wth 5 kw day and 1 kw night; KQW is on 740 kc with 5 kw fulltime.

The only New Orleans Station using all these means to build Listenership continuously

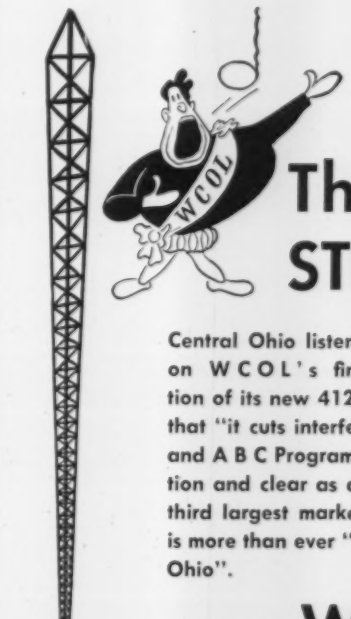
- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks Turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

JOSEPH HERSHEY McGILLVRA, Inc.
National Representatives



The Voice Is STRONGER!

Central Ohio listeners enthusiastically comment on WCOL's finer reception since completion of its new 412-foot tower. Listeners remark that "it cuts interference and our favorite local and A B C Programs now come in free of distortion and clear as a bell." WCOL, serving the third largest market in the fourth richest state, is more than ever "the listening habit of Central Ohio".

WCOL
Columbus
The Listening Habit of Central Ohio

Represented by THE HEADLEY-REED CO.

WHEN YOUR PLANS CALL FOR SPOTS

CALL FOR A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Kansas

(Continued from page 16)

73.7% in 1944. Owning two sets, 21.9% this year; 23.8% in 1945; 20% in 1944; owning three or more sets, 5.7% this year; 6.6% in 1945; 6.3% in 1944.

Of urban dwellers 94.8% reported their sets in working order; 90% of village residents said their sets were working and 89.4% of farmers reported no trouble. Farmers were hardest hit in sets out of order, 5.2% reporting no radios working. Of villagers 3.9% said their receivers were out of order, while the figure for urban dwellers was 1.6%.

Dead batteries accounted for most of the sets out of order, with 35.8% reporting that cause. A total of 29.1% listed unknown reasons, 16.5% blamed bad tubes and 11.3% listed "other reasons."

Dr. Whan, whose study covered a wide field, found that more than half of all savings reported last March were greater than in March 1945. Reconversion lay-offs and delay did not dissipate wartime savings in Kansas, he concluded.

Zeyher Named

LEWIS R. ZEYHER, formerly with the American Cystoscope Makers, New York, has been appointed works manager of the Columbia Recording Corp. plant at Bridgeport, Conn. Before his association with American Cystoscope, Mr. Zeyher was with Johnson & Johnson and the Atlantic Refining Co.

Harvest time in a region of plenty

Plenty of everything in the city that's always busy! Plenty of industry — 8 of world's largest manufacturers of their kind . . . plenty of people — 801,362 within our 0.5 MV/M contour . . . and plenty of farms — Ohio's most populous rural region.

WHBC has plenty of everything too! Listeners, programs, ideas and promotion.

Market-wise national advertisers harvest dollars year around by using WHBC. Write today for information on availabilities.

whbc

5000 WATTS SOON!

BASIC STATION MUTUAL NETWORK

represented by BURN-SMITH CO.

your good neighbor in CANTON, OHIO

always a busy city

TWO EXPERIMENTAL VIDEO GRANTS MADE

AN EXPERIMENTAL STATION to provide Lancaster, Pa., with television broadcast service by intercepting and rebroadcasting signals from Philco's WPTZ Philadelphia on an ultra-high frequency was authorized by FCC last Thursday.

The grant went to Conestoga Television Assn., composed largely of employes of the RCA plant at Lancaster, and carries authority for experimentation with frequencies in the color band. The authorization is for "frequencies that may be assigned by the Commission's chief engineer from time to time," A3, A5 and special emissions for television, and 200 w peak output.

Continental Television Corp., Boston, also received a grant for a new experimental station, using center and modulating frequencies to be assigned by FCC's chief engineer, with A0, A3, A5, and special emissions for FM and television, including pulse, and 1 kw peak output.

Radio Talks on Agenda Of Farm Editor Meeting

SERIES of talks on radio's place in farm extension work and education will feature the annual meeting of the American Assn. of Agricultural College Editors, to be held Sept. 18-20 at Auburn, Ala. Radio meeting will be held on the morning of the second day under the title "A Nationwide Hookup," with Bill Zipf, Ohio extension farm radio editor, presiding.

Commissioner Clifford J. Durr of the FCC will speak on "Place of Television, FM and Facsimile in Educational Radio." Other talks are: "RFD and Extension Join Hands," Layne Beaty, WBAP Fort Worth; "Keeping Radio on the Profit Side of the Ledger," Charles Price Jr., assistant editor in charge of radio, Louisiana; "Radio Techniques That Pay Off," James Wilson, WAPI Birmingham; "How State and Federal Workers Can Aid Each Other With Radio Broadcasts," Kenneth M. Gapen, chief, Radio Service, Dept. of Agriculture; "We All Work Together," Ruth Van Deman, head Information Division, Bureau of Human Nutrition & Home Economics, Dept. of Agriculture; "Extension Editor and Experiment Station Editors Work Hand in Hand," Gerald Jenny, U. of W. Va.

Wilson Seeks 780 kc

HERBERT L. WILSON, consulting radio engineer with offices in Washington and Hollywood and laboratories in Rutland, Vt., applied to FCC last week for a new daytime station at Rutland on 780 kc with 1 kw. WBBM Chicago is dominant station on the channel. Mr. Wilson was a lieutenant colonel in the Signal Corps during the war.

Revised Rule

(Continued from page 18)

give advance notice to participants when non-parties are going to appear in a proceeding; possibility of reducing the number of copies of certain types of documents required to be filed; more specific language in the rule (1.306) regarding FCC's right to call for additional information from applicants, and clarification of several other sections including those calling for reports to FCC on changes involving stations, one covering grants made without hearing, and those regarding persons who may be admitted to practice before FCC.

Attorney W. Theodore Pierson questioned the usefulness of prehearing conferences unless some written document summarizes the agreements reached. Otherwise, he said, every participant has his own interpretation of what was accomplished.

In response to questions, Mr. Plotkin said FCC has no authority over prices which official reporters charge for transcripts of proceedings, but does plan to inquire about reporters' charges when it calls for bids. Under the law, he said, the Commission must give the contract to the lowest bidder. At present, the bids are in terms of bonuses for FCC from the reporting firms.

Kentucky Meet Delayed

MEETING of the Kentucky Broadcasters Assn., originally scheduled for the Lafayette Hotel, Lexington, Oct. 8-9, has been postponed to Nov. 15-16 at the same hotel, J. H. Callaway, secretary-treasurer, announced. The meeting is for the general membership. Officers of the association, in addition to Mr. Callaway, are: Hugh O. Potter WOMI Owensboro, president; J. E. Willis, the Nunn Stations, Lexington, first vice president; Harry McTigue, WINN Louisville, second vice president. On the executive committee are J. Francke Fox, WHLN Harlan; Ken Given, WLBI Bowling Green, and F. Ernest Lackey, WHOP Hopkinsville.

COMING SOON

50,000 WATTS

TRANSMITTER NOW UNDER CONSTRUCTION

KOMA

OKLAHOMA CITY'S CBS STATION

National Representative FREE & PETERS, INC.

Canada, Mexico List New Stations

Revised Allocations Given Under NARBA

SEVERAL new stations are scheduled to go on the air in the next year in Mexico and Canada, according to notifications received from those countries under the North American Regional Broadcasting Agreement. Change List No. 30, submitted by Canada, follows:

900 kc—New station, Rouyn, Que., 1 kw, DA-N, Class II, to begin July 1, 1947.

940 kc—New, Vernon, B. C., 1 kw, Class II, to begin July 1, 1947.

970 kc—CKCH Hull, Que., 1 kw, DA-1, Class III-B, to begin April 1, 1947.

1000 kc—New, Bridgewater, N. S., 1 kw, DA-N, Class II, to begin July 1, 1947.

1240 kc—CFPR Prince Rupert, B. C., 250 w, Class IV, to begin April 1, 1947; CKCH Hull, shifted to 970 kc; CJNB North Battleford, Sask., 250 w, Class IV, to begin Nov. 1; CJAV Port Alberni, B. C., 250 w, Class IV, location previously shown incorrectly as Fort Alberni.

1280 kc—CKCV Que., 1 kw, DA-N, Class III-B, to begin May 1, 1947 (shifted from 1340 kc).

1320 kc—CHEF Granby, Que., 1 kw, DA-1, Class II-B, to begin May 1, 1947 (shifted from 1450 kc).

1490 kc—CKCR Kitchener, Ont., 250 w, Class IV.

1600 kc—New, Niagara Falls, Ont., 1 kw, DA, Class III-B.

Mexico's Change List No. 70:

770 kc—New, Puebla Puebla, 1 kw, D, Class II, to begin Feb. 1, 1947.

920 kc—XEBH Hermosillo, Sonora, 5 kw, DA-N, Class III-A, to begin April 10, 1947.

960 kc—XEHK Guadalajara, Jalisco, 500 w, DA-N, Class III-B, to begin March 1, 1947.

1010 kc—XEHL Guadalajara, Jalisco, 5 kw N, 10 kw D, Class II, to begin Jan. 1.

1140 kc—XENT Nuevo Laredo, Tamaulipas, 50 kw, DA-N, Class I-B.

1190 kc—XERP Ceylaya, 50 kw, DA-N, Class I-B, to begin May 5, 1947.

1260 kc—XEBL Culiacan, Sinaloa, 500 w N, 1 kw D, Class III-B, to begin Jan. 1.

1360 kc—XESA Culiacan, Sinaloa, 500 w N, 1 kw D, Class III-B, to begin Jan. 1.

1400 kc—XEAM Matamoros, Tamaulipas, 250 w N, 500 w D, Class IV, to begin Jan. 1.

1450 kc—New, Zacatecas, Zacatecas, 250 w, Class IV, to begin Feb. 1, 1947.

Report Denied

DESPITE report, Los Angeles Times will not expand editorial coverage of radio, according to Harry Miller, executive assistant to Norman Chandler, publisher. Due to present newsprint shortage and other limiting factors, Times will not now develop new features, thus spiking report that the newspaper plans expansion of radio log and addition to staff of radio editor-columnist. However, Mr. Miller said when the newspaper is operating in FM and television, as now planned, coverage will very probably be increased.

A GOOD TIP FROM A NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Inter American Broadcasting System
P. O. BOX 1324 — MEXICO D. F.

In the Public Interest

Refrigerator Gift

GIRLS attending Camp Wamatachick in Arizona closed the summer season with a $600 electric refrigerator because KOY Phoenix mentioned that they had to carry 1,000 pounds of ice each week to their camp. Jack Williams, KOY program director, visited five summer camps for boys and girls, made transcribed interviews and the station did a special program, *Salute to Summer Youth Camps*, on which Mr. Williams mentioned the ice-carrying girls. A listener provided the electric refrigerator. Parents of boys and girls interviewed were notified by KOY before broadcast time.

* * *

Hospital Spots

IN a successful $1,000,000 drive for a new Sisters of Mercy Hospital, WIZE Springfield, Ohio, donated an average of 15 spots a day for a period of a month. In another civic project Bob Terry, WIZE sportscaster, raised money for the children's summer playground fund, sponsored by the Boosters Club.

* * *

Epidemic Aid

WHEN a diphtheria epidemic threatened Anchorage, Alaska, the city's KFQD became the most important voice in town. City health officials used station to broadcast official proclamations and discussions of preventive measures to be taken against further spread of the disease. When schools were closed KFQD added two half-hours of children's entertainment to its schedule to help mothers keep their children contented indoors.

* * *

School Fill-ins

WITH school opening delayed and movies, amusement parks and public gatherings closed to children under 18 because of a high rate of polio in Colorado, KLZ Denver is broadcasting special programs designed to help mothers provide home recreation for their children. In cooperation with the Denver Recreation Dept., Elizabeth Flether has been devoting time on her KLZ *Budget Brigade* to members of the department who offer suggestions for games, crafts and other children's activities at home. KLZ also broadcasts a regular series featuring representatives of the National Foundation for Infantile Paralysis.

For Posterity

TELEVISION and motion picture audiences of 1996 will get a look at films of the Automotive Golden Jubilee of 1946, according to present plans of the Automobile Manufacturers Assn. United States Rubber Co., sponsor of the telecast of the films over several video stations through ABC, has presented a copy of the pictures to the AMA which will seal them in its library with other motor historical material for the next 50 years.

Emmett Lavery to Write Movie on Radio History

EMMETT LAVERY, president of Screen Writers' Guild, has been signed by Jerrold T. Brandt, independent Hollywood producers, to write the screen story for "Magic in the Air," story of broadcasting's development. He started his assignment Sept. 3, re-working the original script prepared by Lee Yold.

Mr. Lavery

The story line will deal with the concept of free radio, as well as press and motion pictures. Film is budgeted at $2,500,000 and is scheduled for 1947 release. A special NAB committee will review the script [BROADCASTING, Aug. 26]. Mr. Lavery is author of many screen plays, including "Magnificent Yankee;" "Hitler's Children," from book by Gregory Ziemer, former WLW Cincinnati commentator, and "The First Legion."

Young Appointed

GEORGE L. YOUNG, former assistant to J. Harold Ryan, vice president and treasurer of The Fort Industry Co., has been appointed account executive of Sound Studios Adv., Washington. He is former lieutenant commander in the Navy, had served as officer in charge of radio for Bureau of Naval Personnel (Washington AFRS).

Miss Margaret Wylie
J. Walter Thompson Co.
Chicago, Ill.

Dear Margaret:

Never saw such a big dill pickle in my life, and boy how I love dill pickles . . . you'll have to forgive me, I was just doing a little recollectin' about that super picnic the boss gave for all the folks at WCHS last week. Naturally me and Myrt were right in the thick of everything, throwing horseshoes, playing croquet, swimming, softball and just having a good time with a lot of swell people from WCHS. And speakin' of nice folks, I reckon that's another reason why everything runs along so smoothly at WCHS!

Yrs.
Alay

WCHS
Charleston, W. Va.

LOOK

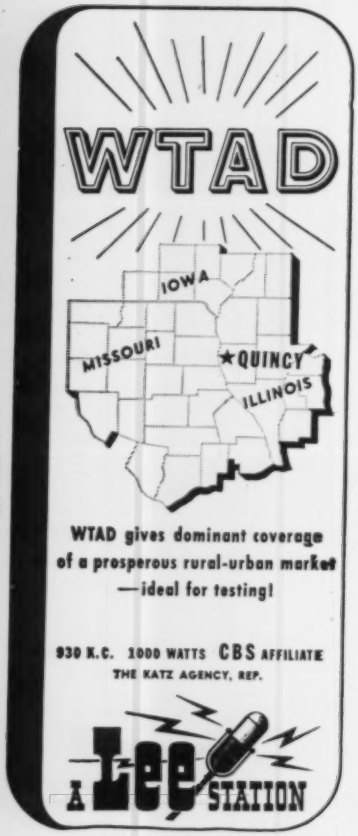
What You're MISSING . . .

Keep your chute on, Mr. Time Buyer. Mississippi—the South's No. 1 expanding market with an effective buying income of over one billion dollars—is an opportunity you can't afford to MISS! But . . . if you want to sell 'em—you've got to tell 'em. Mississippi's leading radio stations give you complete coverage of this BILLION DOLLAR Market. Put your message on The 'Ole Miss Stations and you can't MISS Mississippi!

THE 'OLE MISS STATIONS

WAML . . . Laurel	WGCM . . . Gulfport	WLAU . . . Laurel
WCBI . . . . Columbus	WGRM . . . Greenwood	WMIS . . . . Natchez
WCOC . . . Meridian	WJDX . . . Jackson	WQBC . . . Vicksburg
WELO . . . . Tupelo	WJPR . . . . Greenville	WROX . . . Clarksdale
WFOR . . . Hattiesburg	WJXN . . . Jackson	WSLI . . . . Jackson

MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION



FM Channels

(Continued from page 67)

General Area	Channel No.
Memphis	224, 226, 228, 230, 232, 234, 272, 274
Nashville	221, 225, 227, 229, 231, 261
TEXAS	
Abilene	245, 247
Amarillo	267, 269, 271
Austin	238, 246, 248
Beaumont	271, 273, 275
Big Spring	241, 243
Brady	227, 229
Brownsville (Includes Harlingen and McAllen and Weslaco)	221, 223, 225, 233, 237, 239
Brownwood	258, 260
College Station	233, 236
Corpus Christi	241, 243, 245, 247, 249
Corsicana	254, 256
Dallas	226, 228, 230, 232, 235, 237
Denton	269
El Paso	225, 227
Fort Worth	239, 241, 243, 262, 279
Galveston	267, 269
Harlingen	See Brownsville
Houston	242, 244, 251, 253
	255, 257, 259, 262,
Huntsville	229, 231
Kilgore (Includes Longview and Tyler)	272, 274, 278
Laredo	227, 229
Longview	See Kilgore
Lubbock	226, 228
Lufkin	221, 225
Midland	273, 275
McAllen	See Brownsville
Palestine	264, 266
Pampa	232, 234
Paris	258, 260
Pecos	277, 279
Plainview	262, 264
Port Arthur	223, 227
San Angelo	231, 233
San Antonio	261, 263, 265, 268, 270, 272, 274, 276
Sherman	267
Sweetwater	253, 255
Temple	250, 252
Texarkana	223, 227, 229
Tyler (See also Kilgore)	280
Vernon	268, 270
Victoria	278, 280
Waco	222, 224
Waxahachie	See Dallas and Fort Worth
Weslaco	See Brownsville
Wichita Falls	221, 223, 249, 251
UTAH	
Cedar City	221, 223
Logan	273, 275
Ogden	265, 267
Price	277, 279
Provo	269, 271
Salt Lake City	245, 247, 249, 251, 253, 255, 257, 259, 261, 263
VERMONT	
Burlington	230, 232
Rutland	243
St. Albans	234, 241
Waterbury	246, 248
VIRGINIA	
Alexandria	See Washington, D. C.
Charlottesville (Includes Staunton)	276, 278
Covington	236, 238
Danville	221, 223
Fredericksburg	See Washington, D. C.
Harrisonburg	232, 234
Lynchburg	268, 270
Martinsville	231, 233
Newport News	See Norfolk
Norfolk (Includes Newport News, Portsmouth & Suffolk)	222, 224, 226, 228, 230, 232, 234
Petersburg	258, 260
Portsmouth	See Norfolk
Richmond	240, 242, 244, 246, 248, 250, 254, 256
Roanoke	225, 227, 229
Staunton	See Charlottesville
Suffolk	See Norfolk
Winchester	223
WASHINGTON	
Aberdeen	264, 266
Bellingham	276, 278
Centralia	260, 262
Everett	272, 274
Longview	273, 275
Olympia	222, 258
Port Angeles	268, 270
Pullman	238, 240
Pasco	242, 244
Seattle	224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246
Spokane	221, 223, 225, 227, 229, 231
Tacoma	248, 250, 252, 254, 256
Vancouver	231 See also Portland, Ore.
Walla Walla	234, 236
Wenatchee	267, 269
Yakima	265, 277, 279
WEST VIRGINIA	
Beckley	264, 266
Bluefield (Includes Welch)	250, 252, 254
Charleston	222, 224, 226, 228, 230
Clarksburg (Includes Fairmont and Morgantown)	245, 247, 249, 251, 253
Fairmont	See Clarksburg
Huntington (Includes Ashland, Ky. and Portsmouth, Ohio)	237, 258, 260, 262, 280
Logan	232, 234
Morgantown	See Clarksburg
Parkersburg	273
Welch	See Bluefield
Wheeling (Includes Bellaire and Steubenville, Ohio)	259, 261, 263, 265
Williamson	242, 256
WISCONSIN	
Appleton	262, 264
Ashland	261, 263
Beloit	230
Eau Claire	253, 255
Fond du Lac	278, 280
Green Bay	266, 268
Greenfield Township	See Madison
Janesville	265
LaCrosse	221, 223
Madison (Includes Greenfield Township)	248, 250, 252
Manitowoc	258, 260
Marinette	249, 251
Medford	237, 239
Milwaukee	222, 224, 226, 228, 232, 234, 236, 238, 240, 242, 244, 246
Oshkosh	272, 274
Poynette	276
Racine	267, 269
Rice Lake	257, 259
Sheboygan	254, 256
Stevens Point	245, 247
Superior	See Duluth, Minn.
Wausau	233, 235, 241, 243
Wisconsin Rapids	270
WYOMING	
Casper	247, 249
Cheyenne	239, 241, 243
Powell	251, 253
Rock Springs	221, 223
Sheridan	255, 257

For availabilities write Frank O. Myers, KCMC, Inc., Texarkana, U. S. A.

POPULATION

Metropolitan Texarkana— 52,392 (January 1, 1945)

Retail Trade Area —331,420

Wholesale Trade Area —416,267 (1940 Census)

'Mr. D. A.' Leading Hooper for Night

When a Girl Marries Listed As Top Weekday Show

THE LEADING nighttime network program, according to the latest C. E. Hooper Inc. report, was *Mr. District Attorney*. *Crime Doctor* was second and *Screen Guild Players* third.

The report showed the average evening sets in use at 19, up .8 from the previous report, down 2.4 from a similar period last year. The average evening program rating was 5.7, up .3 from the previous report, down .4 from a year ago.

The average available audience was 72.2, up .4 from the previous report, up 3.3 from a year ago. The total sponsored hour index was 54.5, as compared with 53.5 in the previous report and 63 a year ago.

Leading network programs were: *Mr. District Attorney* 11.2, *Crime Doctor* 11, *Screen Guild Players* 10.3, *Man Called X* 10.1, *Suspense* 9.5, *Take It Or Leave It* 9.4, *Aldrich Family* 9.2, *Can You Top This?* 8.9, *Kay Kyser* (Sub) 8.9, *Big Town* 8.7, *Mystery Theater* 8.6, *Dr. I. Q.* 8.6, *Adventures of the Thin Man* 8.5, *Your Hit Parade* 8.5, *Adventures of Ellery Queen* 8.4.

Daytime Programs

When a Girl Marries led weekday programs in popularity. Daytime leaders were: *When a Girl Marries* 7.4, *Stella Dallas* 6.6, *Portia Faces Life* 6.4, *Ma Perkins* (CBS) 5.9, *Big Sister* 5.9, *Young Dr. Malone* 5.8, *Backstage Wife* 5.8, *Young Widder Brown* 5.7, *Lorenzo Jones* 5.6, *Breakfast in Hollywood* (Kellogg) 5.3, *Breakfast in Hollywood* (P & G) 5.3, *Woman in White* 5.3.

CBS PROGRAM CLINIC TO BEGIN SEPT. 10

SECOND annual CBS program managers clinic will begin tomorrow, Sept. 10, in a three-week schedule of three-day-a-week meetings. Clinics will convene Sept. 10, 11, 12, and 13; the second week, Sept. 17, 18, and 19; third week, Sept. 24, 25, and 26. All meetings will be at CBS studios in New York.

Sessions are under supervision of William Fineshriber, assistant director of broadcasts; Roy Langham, assistant to the director of programs, and Robert Kennett, manager of program relations. Meetings will be designed to acquaint local station program personnel with plans, procedures and techniques of network programming, and for effective mutual interchange of program ideas and problems.

Agenda for this second series of meetings has been determined from answers to exhaustive questionnaires sent to all program managers after last year's clinics. It is a synthesis of their request for discussions of particular network and local operations.

Disc Restrictions

RESTRICTED participation of film personalities in transcriptions was reaffirmed last week by radio subcommittee of the film industry's Public Information Committee. Move is not aimed at participation in established formats of this type, it was explained, but levelled against myriad requests from little known and questionable sources in Canada and the U. S. Chief objections spring from open end transcriptions of this type which may be surrounded by context of dubious caliber and questionable sponsorship. In addition it was pointed out that in many places it is impossible to check time or manner of use. Committee members emphasized that abuse of discs has made screening necessary. Nevertheless hope was expressed that cordial relationships with all legitimate interview formats will continue as before.

An All-Time Favorite

I HEAR A RHAPSODY

Published by BROADCAST MUSIC, INC.

• • •

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

Two of the R's

ALTHOUGH carefully prepared weeks in advance, a KFH, Wichita, Kan., show with six participants was going through last-minute checks before it was discovered that George Gow, station news editor and m. c., had the one and only script. Three of the participants went to work on three typewriters and had six copies of the first two pages ready by the time the program went on the air. The six alternated between microphone and typewriters, and succeeded in maintaining a narrow lead over the progress of the show.

CBS O&O Accountants To Attend N. Y. Meeting

STATION accountants from CBS-owned stations will be in New York the week of Sept. 23 for a series of conferences with CBS headquarters department heads. Principal purpose of conferences will be a discussion of accounting, budget, tax and other financial matters and procedures as related to CBS station operations.

Station accountants who will be in town for the conferences are: Harry R. Crow, WTOP Washington; Robert F. DeVoe, KMOX St. Louis; John J. Murray, WEEI Boston; Charles D. Ryder, KNX Los Angeles; Louis R. Lazurus, WBBM Chicago, and John R. Lucas, WCCO Minneapolis.

CBC Transmitters

CANADIAN BROADCASTING CORP. has placed orders for three 50 kw and one 10 kw transmitters in Canada. CBC has not announced which companies are to make each individual transmitter, but orders have been placed with Northern Electric Co. (Western Electric's Canadian subsidiary), Canadian Marconi Co., and Federal Radio and Telephone Corp. All three plants are located in Montreal. Federal is a newcomer in the Canadian field [BROADCASTING, Sept. 2] and is understood to have moved into Canada after successfully bidding on the 50 kw transmitter order. The three 50 kw transmitters are for CJBC Toronto (860 kc), new stations at Winnipeg (990 kc) and Red Deer, Alta. (1010 kc), and the 10 kw transmitter will replace the 1 kw of CBJ Chicoutimi, Que., on 1580 kc.

Press Presentation

ON TUESDAY evening (Sept. 10) NBC will give a press demonstration of the Schwerin system of qualitative analysis of radio programs, including both a presentation of the mechanics of the system and a demonstration of its operation with a test audience.

WEAF EXPLORES FAR ENDS OF NEW YORK

MINDFUL that New York has four other boroughs than Manhattan, one of them of greater population, WEAF, NBC's key station in midtown Manhattan, has started a campaign to build listening in the outer reaches of its primary coverage area.

The most ambitious show WEAF conceived to attract the attentions of persons who live outside Manhattan was *Metropolitan News Roundup*, a daily 15-minute program featuring pickups from the editorial rooms of the *Brooklyn Eagle, Bronx Home News, Long Island Press, Newark Star-Ledger* and the Westchester County Publishers News Bureau at White Plains. The newspapers reciprocated with front-page references to WEAF.

Three other WEAF shows now venture to the boroughs: Ray Barrett, each Friday, broadcasts his sidewalk interviews, *You're on the Spot*, from the front door of a different New Jersey newspaper office; Jinx Falkenburg and Tex McCrary have been broadcasting their Friday program of the daily *Hi Jinx* series from the *Brooklyn Eagle* and soon will start a swing of all the papers participating in the *Metropolitan News Roundup;* and Maggi McNellis, of *Maggi's Private Wire*, decided to move her show into living rooms throughout the boroughs.

James M. Gaines, WEAF manager, is contemplating even broader operations beyond Manhattan. He is sure WEAF's expanding interest in the whole coverage area will result in bigger and more devoted audiences.

Seek Settlement

FINAL attempt for out-of-court settlement will be made Monday in the claim of Emmons Carlson, promotion and advertising manager of NBC Central Division, against Irna Phillips, daytime serial author. Meetings last week in Chicago broke up when Miss Phillips' attorney offered $100,000 and Mr. Carlson's counsel asked $300,000. Mr. Carlson's claim that he is the original author of *Guiding Light*, General Mills serial, was upheld in principle by the Illinois Supreme Court. If negotiations fail, the case will revert to Circuit Court for settlement of the amount to be paid.

Calls Assigned

CANADIAN BROADCASTING Corp. shortwave transmitters at Montreal and Sackville, N. B., have been assigned new call letters and frequencies, it has been announced by the Department of Transport, Ottawa. In addition to the four frequencies assigned the Montreal 7.5 kw station, used to send programs into western Canadian French-language communities, this station has been assigned CBFA on 11.76 mc, CBFL on 11.72 mc; CBFO on 9.63 mc. The Sackville 50 kw transmitters for European and Latin-American broadcasts have been assigned in addition to 12 frequencies previously assigned, CKCS on 15.32 mc, CKLX on 15.09 mc, and CKRA on 11.76 mc. One previous assigned frequency at the Sackville station has been deleted, CHMD on 9.64 mc.

ABOUT LIFE IN HOLLYWOOD

For that one-in-a-million person who doesn't give a hoot about the cinema and its luminaries, KFI's HOLLYWOOD HI-LITES* would be a gross misuse of time and talent. Lucky for us and for you, the advertiser, this daily fifteen minute program (4:15 p.m.) of goings-on in the film capital is based on a subject that knows no equal in mass popularity. HOLLYWOOD HI-LITES* gives the public a fresh inside on the lives of the stars and starlets as well as numerous curious sidelights on producers, directors, musicians and all the others who join in the fabulous business of picture making. Each week from one to three outstanding film personalities appear on the program as guests, which helps keep listener interest running high. HOLLYWOOD HI-LITES* is written by a bright young man named Jimmie McKibben who has the 'open sesame' around the studios and the show's reporter is Jack Latham—a voice penny familiar to KFI listeners.

Formerly Hollywood Fan Magazine

AND NOW FOR THE PUNCH

Since this program's inception more than a year ago, HOLLYWOOD HI-LITES* has been sponsored by a leading Los Angeles department store with marked success. It is now offered to a second sponsor in all its proven glory and at a cost quite within reason. Details are obtainable at KFI Sales or Edward Petry Company.

CLEAR CHANNEL
640 KILOCYCLES KFI 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

900 STATIONS PLAN WAR RELIEF SPOTS

RADIO has offered its facilities to Greek War Relief Assn. and beginning Sept. 15 some 900 stations will carry spot announcements to aid the Greeks, Spyros Skouras, 20th-Century Fox president and head of Greek War Relief Assn., announced last week.

Bill Travis, national radio director of the relief group, returned to New York last week after contacting broadcasters in various parts of the country. Transcriptions are being made for the campaign. New ones will be sent out from time to time with copy changes, said Mr. Travis. Stations carrying the Greek War Relief announcements will average three daily.

Mr. Skouras said activities of the association are being intensified in view of the alarming death rate in Greece, now at an all-time high because of widespread disease resulting from semi-starvation. Hardest-hit areas are the rural regions in which 60% of the Greek population lives.

Morrison to KQW

HERB MORRISON, after four years as flight operations officer in AAF and released as lieutenant colonel, has joined KQW Pittsburgh to handle publicity and sales promotion.

Station Relations Meet Held in N. Y. by MBS

THE QUARTERLY MBS station relations meeting was held Sept. 3-6 at the Hotel Astor, New York.

Attending the meeting were Robert Carpenter, MBS southwestern station relations representative; Harry LeBrun, southeastern representative; James Mahoney, midwest representative, and Don Ioset, eastern manager, and 53 members of the network including all department heads. Carl Haverlin, MBS vice president in charge of station relations, presided over the gathering.

Edgar Kobak, president of MBS, made a report on network activities at the dinner session Sept. 4 and predicted a "very bright future for Mutual."

On West Coast

H. PIERSON MAPES, vice president of Hutchins Adv., New York, left for the west coast last week to open the agency's new Hollywood office which will handle the Philco Corp.'s Bing Crosby show [BROADCASTING, Sept. 2]. James H. Carmine, vice president of Philco Corp., also plans to be in Hollywood about Sept. 9 for meetings as to details of the program.

KWKW Pasadena, Calif., has appointed Potts-Turnbull Co., Los Angeles, to handle national advertising.

TOM HARMON . . . In 3 years of college competition, Tom completed 101 passes out of 233 attempts, for 1,399 yards.

"Here comes Harmon"

Specially transcribed football season series—13 weeks—featuring the All-American sports personality everyone knows

Tom Harmon

Will be broadcast in Philadelphia via

KYW for "Spiffy" the nationally famous collar stay down

Score a "touchdown" in programming by scheduling this 15 minute show. Available for broadcast Thursday or Friday nights, once-weekly. Series includes college, professional and Bowl games predictions.

Time is short . . . phone or wire collect.

a VICK KNIGHT package produced and distributed by

Criterion RADIO FEATURES, INC.

CENTRAL 1453 • 360 NORTH MICHIGAN • CHICAGO 1, ILLINOIS

HEY ABBOTT!, screamed Bud Costello, but Lou was already in action as Betty Jane Seabury, of WEEK, new outlet in Peoria, Ill., was introduced to the comedians in the studios of WKY Oklahoma City. Miss Seabury, a lecturer on Orient customs, will be a member of WEEK sales and service staff.

Hearing Postponed

HEARING on the long-standing applications of WOWO Fort Wayne and WIRE Indianapolis for 50-kw operation on 1190 kc has been continued from Sept. 20 to Nov. 12, FCC announced last week. The action was taken by Motions Commissioner Paul A. Walker on Aug. 30 on petition of WOWO.

Meanwhile, the Commission had added three other applications to the hearing: WLIB New York seeking fulltime directionalized instead of limited-time use of 1190 kc and power increase from 1 to 10 kw, and others requesting a new daytime station on 1190 kc at Framingham, Mass. and a limited-time station on 1200 kc at Middletown, R. I. [BROADCASTING, Sept. 2]. WOWO now uses 1190 kc with 10 kw, while WIRE is on 1430 kc with 5 kw.

On Convention Group

TWO HOUSTON radio people have been named to the committee for the 10th District Advertising Federation of America Convention in Houston Jan. 16-18. King H. Robinson of KTRH heads publicity and invitations and Miss Glenn Horton of KXYZ will be in charge of hospitality and greeting. J. H. Grant, Houston Lighting & Power Co., who has been named general chairman of the convention, announced his committee last week. Others are: Ray L. Powers, *Houston Press*, program chairman; Pete Michael, Houston Poster Adv., entertainment; Milton L. Hansman, Modern Ads, arrangements; W. S. Patton, South Texas Commercial National Bank, finance; Carl F. Murray, Napko Paint & Varnish Co., advance ticket sales; Ed Ney, Palmer Paper Co., registrations. More than 600 advertising executives are expected to attend.

Returns to KTBC

DOROTHY CLOUD, traffic manager of KTBC Austin, Tex., has returned to the station after a leave of absence during which she attended the Public Service Radio Institute at U. of Wisconsin.

Decca Announces Profit For First Half of '46

DECCA RECORDS Inc., New York, last week at the meeting of the company's board of directors reported a consolidated net profit of $967,534 (unaudited), for the six months ended June 30, 1946, after provision of $734,329 for all estimated income taxes. This equals $2.49 per share on 388,327 shares of capital stock outstanding at June 30, 1946 and compares with $450,284 net profit, equal to $1.16 per share, on the same number of shares outstanding at the end of the first six months of 1945.

Directors of the firm also declared a new regular quarterly dividend of 60 cents per share of capital stock of the company, payable Sept. 30 to shareholders of record Sept. 16. The previous regular quarterly dividend was at the rate of 30 cents per share.

A plan for a two-for-one stock split of Decca's capital shares, and for increasing the authorized shares to 1,500,000 from 500,000, was approved at the meeting. The plan is scheduled to be submitted to a special meeting of stockholders to be held Nov. 6.

Hooper Adds

INHERITANCE of eight more former subscribers of Cooperative Analysis of Broadcasting by C. E. Hooper Inc. has been announced. They are: Brooke, Smith, French & Dorrance, Hazard Adv. Co., Hoffman & York, Jessie M. Joseph Adv., Beech-Nut Packing Co., Grove Labs., International Silver Co., The Lambert Co. New clients obtained by Hooper are Schenley Distillers Corp., Walter Weir Inc., Fuller & Smith & Ross, Piedmont Adv. and Phillips H. Lord Inc. New subscribers to Hooper "Continuing Measurement of Radio Listening": BBDO, Doherty, Clifford & Shenfield, Mason-Gold Adv., J. M. Mathes Inc., Schenley Distillers Corp. and The Lambert Co.

Davison in Hollywood

WALTER DAVISON, national sales manager of Capitol Transcriptions, is in Hollywood for 10 days conferring with home office executives on library expansion plans.

The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC

M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

Near Tragedy

CYANIDE fumes escaping from fumigating operations in the Red Mill Cafe below studios of KTFI Twin Falls, Ida., overcame a station announcer and interrupted a broadcast. Leonard Ingelbrigsten, 24, the announcer, whose radio name is Gary Thomas, was alone in the control room. When he failed to start the scheduled broadcast, George Malone, chief engineer, investigated and found Mr. Ingelbrigsten on the floor. Although near death, the announcer was reported recovering rapidly.

Peterson Named

THOMAS PETERSON, manager of Taylor-Howe-Snowden Radio Sales, Chicago office, has been appointed director of national sales for that representative firm which at present has representation in New York, Dallas, Amarillo, Los Angeles, San Francisco, Chicago and Portland. Following his graduation from the U. of Illinois in 1931 Mr. Peterson joined Scripps-Howard's national advertising department. In 1935 he joined the *El Paso Herald Post* as national advertising manager and when the *Post* and the *El Paso Times* merged in 1936, Mr. Peterson continued his managerial duties for the merger. Mr. Peterson joined T-H-S Sept. 1, 1944, as manager of the Chicago office.

IT&T Sale

INTERNATIONAL Telephone and Telegraph Corp. sold its Argentine telephone system to the Argentine government Sept. 3 for $95,000,000 cash. I T & T will continue as technical advisor for 20 years. Col. Sosthenes Behn, I T & T president, and Henry A. Arnold, vice president in charge of South American operations, signed for the company.

Posner Adv. Moves

POSNER Adv., New York, formerly located at 8 E. 41st St., has moved to 222 Fifth Ave.

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

GERMAN FORESEES NOISELESS TUBES

DEVELOPMENT of completely noiseless radio tubes through use of synthetic mica developed in Germany during the war is foreseen by Dr. V. Middel, German expert at the Siemens-Schuckert plant, according to an analysis of mica research made available by the Dept. of Commerce.

A report on the German product, prepared by Paul M. Tyler, investigator for the Joint Intelligence Objective Agency, is one of several on the subject available at the Office of Technical Services, Dept. of Commerce. Though synthetic mica costs 10 times as much as the natural product, its use might be less expensive because selection and testing would be sharply reduced and it has superior electrical qualities.

Mr. Tyler's report (PB-32545) is available at the Office of Technical Services (photostat $2, microfilm $1), in care of Dept. of Commerce, Washington 25, D. C. Check or money order should be payable to the Treasurer of the United States.

WPEN Wins, WIP Airs

THE "Miss America" contest conducted by WPEN Philadelphia for that city's representative at the Atlantic City finals was climaxed by a court fight between WPEN and Oscar Neufeld, who ran the contest in recent years and claimed the right to the contest in Philadelphia. After much publicity, WPEN won the court fight and sent the winner of the contest to Atlantic City. The odd twist in Philadelphia radio circles, is that after WPEN has expended all its promotional efforts towards making the contest a success, WIP Philadelphia originated the broadcast of the finals from Atlantic City for MBS coast to coast airing last Saturday, Sept. 7.

A-Bomb Story

STORY of the atomic bombing of Hiroshima, considered so significant by editors of the *New Yorker* magazine that they excluded all other editorial content in the Aug. 31 issue in order to run it in full, will be broadcast this week by ABC. The story, written by John Hersey, will be read without dramatization on four successive nights by an actor as yet unannounced. Broadcasts will be heard Mon. through Thurs. 9:30-10 p. m. Commercial program, *The Doctors Talk It Over*, sponsored by the American Cyanamid Co., Tues. 9:30-9:45 p. m., will be cancelled. Other programs occupying period are sustaining.

To Be Married

VICTOR HUNTER, talent head of the Hollywood office of Foote, Cone & Belding, and Gloria Blondell have announced their engagement. Couple are to wed Sept. 13. Miss Blondell incorrectly was identified as Joan Blondell in Sept. 2 BROADCASTING.

Ringlep Named

APPOINTMENT of Carter Ringlep as general sales manager of KMOX St. Louis was announced last week by Wendell B. Campbell, general manager. He succeeds David Sutton, who has been transferred to the New York office of CBS. Mr. Ringlep has been with KMOX since 1941 as manager of the St. Louis office of CBS Radio Sales. Prior to that time he was regional sales manager for KMBC Kansas City.

Mr. Ringlep

Harry H. Field

HARRY HUBERT FIELD, director of the National Opinion Research Center, U. of Denver, was killed Wednesday in the crash of an Air-France airliner taking off from Le Bourget field, Paris. He was en route to London. Mr. Field directed an extensive study of listener reaction to radio, contacting typical listeners last November and December. Preliminary results were announced in March [BROADCASTING, March 18]. Complete data will appear this autumn in book form.

Newill to Bates

PHILIP H. NEWILL, formerly a group head in the copy department of J. Walter Thompson Co., New York, has joined the copy staff of Ted Bates Inc., New York.

Hughes Recovers

HOWARD HUGHES, head of Howard Hughes Productions, West Coast aviation, film and radio company, is walking around and about recovered from his plane crash July 7, according to his physician, Dr. Verne Mason. Mr. Hughes was critically injured in the crash.

Wood to Lecture

BILL WOOD, newsman of WCOP Boston who covered atom bomb tests on Operations Crossroads, is to present illustrated lectures on the tests through Margaret E. Richardson, Boston lecture management organization, according to promotion folder issued last week by the station.

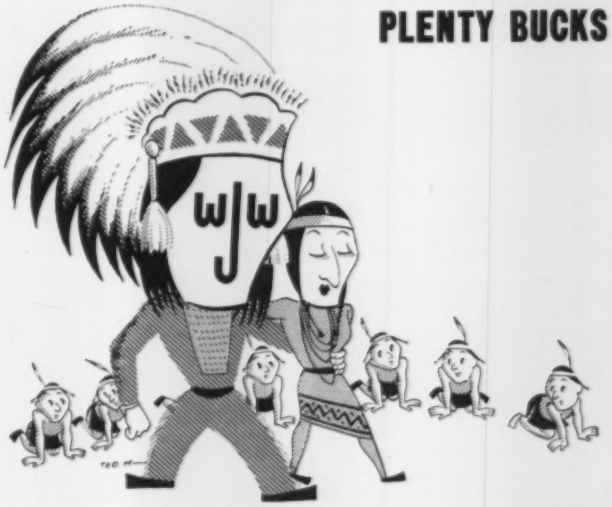
Randon to WLIB

LEE RANDON, formerly with WBBM Chicago, has joined WLIB New York as program director succeeding Leonard Carlton, resigned. Before his association with WBBM, where he recently returned after four years of service with the Army, Mr. Randon was a freelance writer and producer in Philadelphia.

Dunn Marries

LLOYD WYATT DUNN, partner of Dunn-Fenwick & Co., Los Angeles, Sept. 1 married Priscilla White in Davenport, Iowa.

LONG TIME PARTNERS
PLENTY BUCKS



Scores of long-term WJW advertisers have found Cleveland's *Chief* Station and Cleveland's responsive daytime audience a winning combination! This two-in-one market opportunity means profitable sales for new advertisers, too, means plenty of bucks in quick new business.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

MASS APPEAL
WAIR is the sort of station advertisers STAY WITH . . . because WAIR does more than dominate this market . . . it influences sales in sufficient volume to make WAIR a banker's investment.
WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

your MUTUAL friend
TRY IT AND "SPOT" THE DIFFERENCE

WHBQ
W. H. BEECUE
Memphis ☆ E. A. Alburty, Gen. Mgr.
Represented by RAMBEAU

WCKY
the 50,000 watt voice of Cincinnati

Grant of License To KABC Recalled

Baker Protest Is Overlooked By Administrative Board

ACTION of the FCC Administrative Board in giving KABC San Antonio a license covering its construction permit for 50-kw daytime operation on 680 kc [BROADCASTING, Sept. 2], was set aside by the Board last week. FCC sources said the reversal was made to permit study of a petition previously filed against the grant.

KABC, in which Elliott Roosevelt formerly owned a minor interest and in which his former wife, now Ruth Googins Roosevelt Eidson, retains substantial interest, was given a grant in July 1944 to switch from 250 w on 1450 kc to 50 kw day and 10 kw night on 680 kc. The station switched to 680 kc and started using the 50-kw transmitter last spring [BROADCASTING, May 20], and presumably will continue using the facilities pending FCC decision on a license to cover the construction permit.

Asks Hearings

After the grant was made, however, Norman Baker, president of CIA, Industrial de Mexico, former operator of XENT Nuevo Laredo, Mex., filed a petition with FCC asking for hearings to determine whether the KABC licensee acquired its transmitting equipment "in a lawful and proper manner" and whether it "disclosed all pertinent facts" in its applications for 50 kw [BROADCASTING, Dec. 24, 1945]. Mr. Baker claimed an employe of XENT sold the equipment to KABC without his knowledge.

Mr. Baker formerly operated KTNT Muscatine, Iowa, which was ordered off the air by the old Federal Radio Commission after complaints were made that Mr. Baker had used the station to promote a "cancer cure." Mr. Baker later was convicted in a Federal Court in Arkansas on a charge of using the mails to defraud and served a sentence.

James Fisher

JAMES FISHER, president and general manager of James Fisher Co., Toronto advertising agency, died at Port Arthur, Ont., Aug. 30, while on vacation. Born near Stratford, Ont., he went to Toronto in 1902, joined McKim Adv., and in 1910 opened the Toronto office of the present McConnell Eastman Co. In 1920 he founded his own company and in 1924 opened a Montreal office. He is survived by his widow, a brother and a sister.

Graduates Perform

GRADUATES of the first eight-week session of the New York American Theatre Wing school for veterans of the entertainment industry were presented last week in a series of simulated broadcasts at CBS Studio 21. Radio and advertising executives, agents and representatives of member organizations of the Wing attended series.

Identification Aid

KGHL Billings, Mont., got an early-morning call from the Billings police department. An elderly woman from Livingston, Mont., had gone to Billings to visit a daughter, but on arrival her memory failed. She couldn't remember her name, nor her daughter's. KGHL broadcast her description at 8:20 a.m. A few minutes later the Livingston police chief, who had heard the KGHL broadcast, called Billings police, identified the woman and by 8:45 a.m. she was at her daughter's home.

Williams Named

JOHN PATTISON WILLIAMS, vice president of WING Dayton and WIZE Springfield, Ohio, and president of the Ohio Association of Broadcasters, has been named by Gov. Frank J. Lauche as a member of the 11-man Ohio Army Advisory Committee. This group, comprised of outstanding residents of the state, has been appointed by the Governor to assist the Army in all of its important activities in Ohio.

Pay Raise Letter

THE UNITED Office and Professional Workers of America (CIO) Radio Guild last week addressed a letter to Niles Trammell, NBC president, requesting an immediate salary raise to tide over NBC white collar workers pending completion of organization and negotiation of a contract between the guild and NBC. Letter also pointed out that CBS had granted "a raise . . . to all employees earning under $100 a week."

Slocum Article

BILL SLOCUM, CBS director of special events, is the author of a five-part series, "I Guarded FDR," currently being published in the *Saturday Evening Post*. Mr. Slocum collaborated with Michael F. Reilly, who through Mr. Slocum, tells how as chief of the White House Secret Service, he carried out the responsibility of protecting President Roosevelt from the day after Pearl Harbor until the late President's death.

Politz to Speak

ALFRED POLITZ, market research consultant to Edward Petry & Co. and other clients, will speak on measuring radio's commercial audience Sept. 10 at the opening luncheon session of the radio group of the New York Chapter of the American Marketing Assn. Group meets at the Hotel Sheraton, New York. Mr. Politz developed the technique utilized in the Petry study of the impact of commercials on the St. Louis public [BROADCASTING, July 1].

Directorship Exchange Between Two Agencies

AN EXCHANGE of directorships between Compton Adv. New York and the English advertising agency, Lambe & Robinson, has been announced. Ivor Lambe, managing director of the English firm, has become a director of Compton Adv., and Richard Compton has been made a director of Lambe & Robinson. Mr. Lambe last week arrived in New York for an extended stay in America during which he will study U. S. advertising techniques.

Brand Names Dinner

WITH manufacturers who have had brand names in use 50 years or more being honored, the first all-Western Brand Names Research Foundation dinner will be held in Palace Hotel, San Francisco, Sept. 11. Vernon Churchill, president of the Advertising Association of the West, is to preside as m.c., with A. O. Buckingham, vice president of Cluett, Peabody & Co., New York, and chairman of the Foundation, scheduled to talk on "A Call to United Action." San Francisco Advertising Club will be host.

Deines Elected

HARRY J. DEINES, former account executive at Fuller & Smith & Ross, New York, has been elected a vice president of the agency and has assumed direction of the account group servicing the various Eastern divisions of the Westinghouse Corp. Prior to joining Fuller & Smith & Ross, Mr. Deines was advertising manager of the Electronics Department of the General Electric Corp. in Schenectady, N. Y., and Bridgeport, Conn.

WBSR Joins ABC

WBSR Pensacola, Fla., now under construction, Sept. 28 joins ABC as a South-Central supplementary station and brings the network's total affiliates up to 216. Owned by the Escambia Broadcasting Co. and managed by Ruth Braden, the station will operate full time with 250 w on 1450 kc.

Miss Graul to Agency

MARIAN V. GRAUL, formerly with the American Express Co., New York, has been elected secretary of Sweetser Byrne & Harrington, New York.

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
American Broadcasting Co.
Represented by John BLAIR & CO.

Policies on Issues Distributed by ABC

Controversial Subject Stand Outlined to Departments

POLICIES of ABC relating to the sale of time for controversial issue programs last week were distributed to all department heads.

Reminding its chieftains that the network itself "has no editorial viewpoint to advance or promote," ABC said it recognized its "responsibility in the public interest to safeguard and promote equal opportunity for the free discussion of controversial issues of general interest to the American peoples."

The statement specified the conditions under which the network will sell time for controversial subjects: The network will reserve the right to determine what subjects are of interest to warrant the sale of time for their discussion and to decide whether individuals or organizations seeking to purchase time are qualified to discuss the issues.

Between 10 and 11 p.m.

The network said that whenever availabilities permitted time for such programs would be sold between 10 and 11 p.m.

Operating instructions for controversial programs included provisions that on commercial programs the sponsor must be clearly identified at the opening and closing announcements must clearly state that ABC has made the time available to the person or organization presenting the program and that the network's standard disclaimer would, in these instances too, precede the network sign-off cue.

ABC also said it would sell time to organizations for the solicitation of memberships "whenever it appears to be in the public interest." No membership group, however, whose basic principles "attack, deride or misrepresent the varying elements of race, creed or color" will be accepted as a sponsor, the network said.

Presbey to ANAN

OLIVER M. PRESBEY, former radio account executive at BBDO New York, has joined the American Newspaper Advertising Network as manager of the midwestern region with headquarters in Chicago. Before becoming an account executive, Mr. Presbey was assistant to Arthur Pryor, vice president in charge of radio at BBDO.

WMOH
HAMILTON, OHIO
—MBS—
A "SELLING STATION" IN A GROWING CITY—KNOWN IN THE WORLD'S MARKETS
Sells Products or Prestige
WRITE FOR CHOICE AVAILABILITIES SPOT OR PROGRAM

PETRILLO OBJECTS AS BAND PLAYS ON

DESPITE protest of AFM President James C. Petrillo, directors of the San Joaquin County Fair at Stockton, Calif., stood by their contract rights for appearances of the Mexican Tipican Orchestra, which has played twice daily at the 10-day fair concluding today (Sept. 9). Mr. Petrillo has contended that the Mexican "good neighbor" group displaces local musicians.

AFL pickets have stood at all fair entrances, with members of various allied crafts refusing to cross musicians' line. Although paid by the Mexican Government and on a goodwill tour, it is understood the band will return home, thus cancelling Texas State Fair appearance Oct. 5-20.

A Justice Dept. spokesman last week disputed the contention of Mr. Petrillo that the Tipica Band in this country was in violation of immigration laws. "There is no violation of any law as far as we can see," it was said, with added comment that the group is here legitimately and no local musicians are being displaced. In Mexico City, Federal District Gov. Javier Rojo Gomez said that the band, which has made many goodwill tours in this and other American republics, would not consider future invitations to play in the U. S. if its appearance was going to cause "incidents."

Takes Radio Column

LOS ANGELES *Daily News* initiated what is said to be city's first radio column last week with start of syndicated John Crosby column, through the *New York Herald Tribune*. When questioned whether this was forerunner of local column, officials contended that new feature doesn't represent departure from uniform policy agreed upon by all papers several years ago. Despite denial, it is reported all Los Angeles papers are re-considering such a feature.

Show Revamped

WITH FORMAT improved and talent lineup bolstered, *The Rudy Vallee Show* replaces *Philip Morris Frolics* on NBC starting Sept. 10, Tues. 8:30-9 p.m. (EDST), with West Coast repeat 7:30-8 p.m. (PST). Hal Peary (Great Gildersleeve) and Lina Romay, film actress-singer, are to be opening guests. Scheduled originally to start Sept. 3, show was turned down by NBC and The Biow Co., agency for sponsor, Philip Morris & Co. [BROADCASTING, Aug. 26]. Both agreed that proposed program was below standard.

WCOP Switches

WCOP Boston has begun fulltime broadcasting from its new studios in the New England Mutual Bldg. Station offices have been in the building for a month. Complete RCA equipment is being installed. Full facilities expected to be ready by mid-October.

Broadcasters in Chicago Unite to Promote Video

SETTING 1947 goal at 5,000 television receivers for Chicago, television broadcasters there organized a committee to cooperate with manufacturers, under aegis of Electric Association of Chicago.

William C. Eddy, video pioneer, director, WBKB Chicago, was elected committee chairman. Other members: I. E. Showerman, general manager, NBC Central Div.; James L. Stirton, assistant to Ed Boroff, ABC Central Div. vice president; Frank Schreiber, WGN general manager; Carl J. Meyers, WGN chief engineer.

A. B. Rodner Jr., Commonwealth Edison, said next step in television promotion is organization of advertising agencies and appointment of agency to represent electric appliance dealers. W. E. Guy, district sales manager, Graybar Electric Co., chairman of Electric Assn. Television Committee, presided.

Radio Is Given Credit For Success of Movie

RADIO SPOT campaign costing only $10,000 was given much of the credit for box office success of a motion picture by Charles M. Amory, Buchanan & Co., New York, at a picture sales convention held last week in Atlantic City.

Mr. Amory pointed out that the radio department of the agency produced a "series of startling novel, hard-selling radio spots" on behalf of the picture "Down Missouri Way."

To the "radio campaign must go no little success for the bang-up success of the 'Down Missouri Way' engagements," he asserted.

Great Strides in Video Pointed Out in Article

"GREAT STRIDES have been made in perfecting television which may soon become a household requirement," according to article "Communication Developments Imply Greater Flexibility," in September issue of *Domestic Commerce*, published by Dept. of Commerce. Author is Ruth C. Leslie, of Industry Analysis Section.

Other developments foreseen are large screen video; production of FM receivers in near future in excess of conventional receivers; widespread industrial use of radar; new types of telephone service; mobile radio services; facsimile transmission of written and printed material.

Dolcin Placing

DOLCIN Corp., New York, pharmaceutical firm, has appointed St. Georges & Keyes, New York, to handle its advertising. Sept. 9 firm starts spot campaign on WPAT Paterson, N. J.; WAAT Newark; WLIB and WEVD New York, averaging 100 announcements weekly. Firm is negotiating for campaign on WJZ New York.

CHNS
HALIFAX NOVA SCOTIA
THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES
ASK JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!

An All-Time Favorite
MALAGUENA
Published by
EDWARD B. MARKS MUSIC CORP.
• • •
Performance Rights Licensed Through
BMI
BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD—117 West 46th Street, New York, N. Y.

audiodisc

Fine transcriptions are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

5000 WATTS
590 KC
NBC
WOW
OMAHA *Plus*
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

Excess Insurance Covering
LIBEL and SLANDER
We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

CKNW
has more listeners than any other 250 Watt Station in Canada
CKNW
NEW WESTMINSTER, B.C.

Proposed Station Grants Now Final

Borger, Odessa and Altoona Given 250-w Locals

PROPOSED GRANTS for new 250-w standard stations in Borger and Odessa, Tex. and Altoona, Pa. were made final by FCC in decisions announced last Wednesday.

The Borger grant, for use of 1490 kc with 250 w fulltime [BROADCASTING, Aug. 5], went to Richard George Hughes of Pampa, Tex., real estate and construction company executive, on grounds that his "active participation in the development and civic activities of Borger" make him better qualified than Borger Broadcasting Co., whose application for the same facilities was denied. The latter is owned by W. J. Harpole (50%) and J. C. Rothwell (25%), owners of KSAM Huntsville and KVOP Plainview, Tex., and William T. Kemp (25%), KVOP manager.

Odessa grant, for 1450 kc with 250 w fulltime [BROADCASTING, Aug. 5], was awarded to Southwestern Broadcasting Co. on grounds that its owners could devote more time to the station than owners of Permian Basin Broadcasting Co., whose application for the same facilities was denied. Southwestern is principally owned by Dorrance D. Roderick (64%), licensee of KROD El Paso and interested in other stations, who will devote "substantial" time to new station in its early stages, and Paul Moss, president and 25% owner. Controlling Permian stockholders are Houston Harte and M. B. Hanks, who have interests in KRIS Corpus Christi, KPLT Paris, Tex., and KRBC Abilene, and newspaper and business enterprises.

The proposed grant to Roy F. Thompson, general manager of WFBG Altoona, Pa., for a new Altoona station using 1240 kc with 250 w fulltime [BROADCASTING, July 29], was made final after the competing applicant, Altoona Broadcasting Co., which received a proposed denial, amended its application to request 650 kc instead of 1240. Mr. Thomson received the grant in the name of Thompson Broadcasting Co. Principals of Altoona Broadcasting Co. are Herbert T. Wolf, J. S. Woods, Thomas C. Matthews, and W. J. Woods, who own 25% each in WMRF Lewistown.

NBC O&O Meet

NBC management meeting of its six owned and operated stations will be held at Shawnee, Pa., beginning Wednesday (Sept. 11). Among those attending will be Niles Trammell, president of the network, Frank H. Russell, Washington, vice president, and top executives of WEAF New York, WMAQ Chicago, WTAM Cleveland, KOA Denver, KPO San Francisco, and WRC Washington.

Noncommercial

WNYC, New York's municipal station, can't carry commercials, but last week found itself plugging those on other New York stations. The city station broadcast all of the National Amateur Tennis Championship matches at Forest Hills, L. I., except for the finals and semi-finals for which A. G. Spaulding & Bros., Chicopee, Mass., had purchased exclusive broadcasting rights. WNYC, at the close of each of its tennis broadcasts, announced that listeners would have to hear the wind-up of the matches on WHOM, WQXR or WNEW, all carrying the Spaulding - sponsored programs.

Three New Locals Approved by FCC

Fulltime Outlets for Texas, Montana and Colorado

NEW 250-w standard stations for Livingston, Mont., Alpine, Tex. and Colorado Springs, were authorized by FCC last Thursday. All grants were for fulltime operation.

The Colorado Springs authorization, to James L. Frank, is subject to any interference the station may receive if a pending Greeley, Col. application for the same facilities—1450 kc with 250 w fulltime—is granted, the Commission reported.

Consolidated Hearing

Meanwhile, the Greeley application, filed by Moreco Broadcasting Co., was designated for consolidated hearing with an application of Gifford Phillips, principal owner of KGHF Pueblo, who seeks 1450 kc with 250 w for a new station in Denver.

Grants were:

Livingston, Mont.—Yellowstone Amusement Co., 1340 kc 250 w fulltime. Principals: Paul McAdam, stockholder, Liberty Theatre Corp. and 50% owner of Grand Hotel, Missoula, Mont., president, 5,000 shares common; Edna Wilma Simmons, 99% owner of W. W. Simmons Co., theatre holding firm, 50% interest in Park Amusement Co. and stockholder in Moe-Simmons Co., Kellogg, Idaho theatre operators, vice president, 6 shares common; Anna May Pollard, Helena, Mont., certified public accountant, secretary, 5 shares common; E. K. Taylor, 5 shares common; Mrs. Lauren Ross, 100 shares preferred; Mrs. Neva McGraw, 10 shares preferred; C. A. Bernier, 5 shares preferred. Granted Sept. 5.

Alpine, Tex.—Big Bend Broadcasters, 1490 kc, 250 w, fulltime. Principals: Barney Hubbs, majority stockholder in Pecos Enterprise, weekly newspaper, 50% partner in KIUN Pecos, Tex., and 10% in Oil Center Broadcasting Co., applicant (AM) for Odessa, Tex., president, 20 shares; Jack W. Hawkins, 50% partner in KIUN, 10% interest in Oil Center Broadcasting Co., former manager of KAVE Carlsbad, N. M., vice president, 20 shares, and Harry W. Bohnemann, chief engineer, KIUN, secretary-treasurer, 10 shares. Granted Sept. 5.

Colorado Springs—James L. Frank, former general manager of New Brunswick (N. J.) Home News, now freelance writer, sole owner. 1450 kc, 250 w, unlimited. Granted Sept. 5.

10 FM Conditionals Are Given by FCC

Seven of FM Recipients Have Interests in AM Stations

CONDITIONAL FM grants for 11 applicants in five states were authorized by FCC last Thursday. All were for Class B outlets.

Seven grantees are affiliated with standard stations either as licensees or through interests of stockholders, while three are newcomers to broadcasting. The grants are subject to engineering conditions.

Newcomers

Radio newcomers in the group are:

Radio Diablo Inc., San Bruno, Calif., principally owned by Orrin H. Brown, general manager of Eitel-McCullough Inc., San Bruno manufacturer of radio transmitting tubes, and the principals of the manufacturing company, J. A. McCullough and W. W. Eitel. The three own 25.6% each in Radio Diablo Inc. and are president, vice president and treasurer, respectively. Other stockholders: Edmond D. Buckley, secretary, 18%, and Robert S. Baldwin, 5.2%.

Sunflower Broadcasting System, Kansas City, Kan., owned by Harry Butler, funeral director, and Harry Cherzer, associated with a distributing company.

Daily News Publishing Co., Beloit, Wis., publishes the *Beloit News* (afternoon), and is principally owned by R. F. Collins, M. H. Dobson, and C. F. Karstadt. B. P. Eldred is president.

Conditional grantees follow (AM affiliation shown in parentheses):

California—Marysville-Yuba City Broadcasters Inc. (KMYC), Marysville, Class B (Comr. C. J. Durr voting for further inquiry); Radio Diablo Inc., San Bruno, Class B (removed from hearing docket and conditionally granted after additional financial and corporate data and supplemental engineering information shown in amendment to application).

Kansas—Sunflower Broadcasting System, Kansas City, Class B.

Texas—Darrell E. Yates (KRBA), Lufkin, Class B; Wichita Broadcasters, a partnership composed of Joe B. Carrigan et al (KWFT), Wichita Falls, Class B.

Virginia—Piedmont Broadcasting Corp. (WBTM), Danville, Class B; Shenandoah Valley Broadcasting Corp. (WSVA), Harrisonburg, Class B; Thomas Garland Tinsley Jr. (WLEE), Richmond, Class B; Suffolk Broadcasting Corp. (WLPM), Suffolk, Class B.

Wisconsin—Daily News Publishing Co., Beloit, Class B.

Luncheons Revised

NEW YORK timebuyers and sellers whose weekly luncheon bull sessions of six or seven years ago grew into the Radio Executives Club of New York are reviving their stag luncheons beginning this Thursday at Toots Shor's and continuing throughout the year on alternate Thursdays with the REC luncheons. Backers of the revival stressed that there is no competition with REC, of which they are all members, but the idea is to recapture the informality that has necessarily been lost in an organization with several hundred members.

NEW KPO-NBC San Francisco manager of news and special events, John Thompson (c) is congratulated by Cy Westeren, president of the Oakland Advertising Club, when the former addressed that group. Don Staley (r), KPO local sales manager, looks on. Mr. Thompson for the previous nine years had been assistant manager of the same department for NBC's Central Division in Chicago.

DOHERTY TO SPEAK ON NAB's PLANNING

EXPANDED operations for the NAB Employe-Employer Relations Dept. will be outlined by Richard P. Doherty, new head of the department, at a Sept. 23 meeting of the Employe-Employer Relations Committee to be held in Washington at the Statler Hotel. Mr. Doherty was to assume his office Sept. 9 [BROADCASTING, Aug. 26].

At the committee meeting Mr. Doherty will outline his plans for expansion of the department's operations in line with committee recommendations adopted at a meeting Aug. 12. Among new committee functions are analyses of union contracts. These are based on data from over 300 stations. Distribution is planned of aids useful in union contract negotiations. These are based on studies of standard contract clauses and suggestions for alternative proposals.

Also slated for discussion is operation of the FCC's Rule 91-D requiring that station transmitters be manned at all times by operators holding first-class licenses. It is feared this rule will handicap the on-the-job training program for veterans now being conducted by stations.

Under way is a study of group bargaining between unions and stations, along the line of technician contracts in Los Angeles.

50-kw Permit Asked

WINS New York, holder of a construction permit to increase its power to 50-kw on 1010 kc, last week applied to FCC for special service authority to begin 50-kw daytime operation and continuing to use its now authorized 10-kw at night. Minor re-radiation technical difficulties will prevent WINS from operating with 50-kw power fulltime for an estimated 60 days, authorities reported. WINS is now on 1010 kc with 10 kw fulltime.

BOSTON U. STARTING COURSES ON SEPT. 19

REGISTRATION for radio courses at Boston U. will begin Sept. 16, with first classes commencing Sept. 19.

According to President Daniel W. Marsh and Dean William G. Sutliffe of the college, the radio department is preparing to meet the growing demand for radio courses. These will include radio in education, radio salesmanship, accounting for radio, news reporting, script writing, announcing, radio speech, radio production, history of radio, principles of broadcasting, introduction to television, and other allied courses.

Instructors at Boston U.'s radio department, professionals from local stations, include: George W. Slade, educational director of WBZ-WBZA; Richard A. Cobb, WNAC production supervisor; Clifton T. Holman, program manager of WSAR Fall River, Mass.; and Henry W. Lindquist, WCOP. Acting director of the department is Professor William G. Hoffman.

* * *

Columbia Session

COLUMBIA U. Press Institute will hear A. A. Schechter, MBS vice president, in a discussion of newspaper and radio relationship at the Oct. 18 meeting.

The discussion will be attended by 25 managing editors and news editors from all parts of the country. According to the Institute's Floyd Taylor, this meeting will be closed to the public, allowing the radio men to voice opinions without fear of being quoted in public print. One more radio executive, yet unnamed, will also speak.

* * *

Burton Course

ROBERT J. BURTON, head of BMI's legal department, will conduct a course in "Copyright and Business Practices of the Publishing and Entertainment Industries" this fall at the School of Business and Civic Administration of City College, New York.

The course will emphasize the problems and practices common to the presentation of copyrightable literary, dramatic, musical and artistic properties in broadcasting, motion picture, music, advertising and publishing. It will be given on Thursday evenings, 6:50-8:30 p. m., beginning Sept. 26 and will bring into its classrooms people engaged in various show business activities as guest listeners.

* * *

WTOP Workshop

MRS. KATHLEEN LARDIE, national president of the Assn. for Education by Radio, will be a featured speaker of the WTOP-CBS radio workshop Sept. 12 at Wilson Teachers College, Washington, D. C.

Schrivener Named

BELL TELEPHONE Co. of Canada, Montreal, has appointed R. C. Schrivener as advertising manager. Formerly manager of the Windsor office of the company, he has been with Bell since 1937.

TURNABOUT

Winners Selected in Contest For Agency People Only

PROGRAM NAME contest open only to that usually excluded minority—advertising agency people—was won by Miss Mildred Jennings of Ryder & Ingram, Oakland, Calif.

Miss Jennings was awarded a $100 U. S. Savings Bond by KSFO San Francisco for supplying the winning title for the station's three-hour afternoon musical request program. *Platters 'N Chatter*, her contribution, will become the title of the show of which Jimmy Moore is m. c.

Second prize, a $50 bond, was won by James P. Milton of Leon Livingston Agency, San Francisco, for submitting *Jim Moore's Request Fest*. B. B. Schnitzer of Garfield and Guild Agency, San Francisco, won a $25 bond as third prize for *Melody With Moore*. Other prize winners were: *One To Four With Jimmy Moore*, submitted by J. James Neale, Dancer-Fitzgerald-Sample, Chicago, and *More by Moore*, entered by Robert Collins, N. W. Ayer & Son, New York.

Judges were department store advertising executives: Madeleine Starrett, advertising manager, City of Paris; Margaret Tullus, assistant advertising manager, White House, and Tom Hall, advertising manager, O'Connor-Moffat.

WCTA Commencement Given Support of Press

BOTH community papers heralded the commencement of operations by WCTA, new local standard station at Andalusia, Ala. *The Covington News* and *Andalusia Star*, weeklies, gave full coverage to banquet-broadcast-ceremonies honoring advertisers and guests.

Editorial carried by the *News* cited advantages community would gain with advent of the station and commented on mutual support to be realized by the two media. The paper also urged full advertising participation as a way to general community advancement. WCTA is owned by Andalusia Broadcasting Co. Granted last March, station is operating on 1340 kc with 250 w fulltime.

WCTA staff includes James T. Ownby, general manager; Dige Bishop, chief engineer and program director; Roy Hughes and Joseph Gilbert, announcers; Hugh Chastain, engineer-announcer, and Tom Miniard, parttime engineer. WCTA is MBS affiliate.

Brown Resigns

CLARKE R. BROWN, radio director and account executive of Lake-Spiro-Shurman, Memphis, Tenn., for several years, has resigned and presently is in Chicago. Hugh Murphy is handling radio details of L-S-S.

I have more than 600,000 neighbors and* **WRRF** *is my favorite station*

*Population of Eastern North Carolina, WRRF territory is 600,000.

SOON 5000 WATTS

The area served by WRRF, Washington, N. C., is one of the richest agricultural belts in the nation . . . Eastern North Carolina. WRRF is the buying guide for this "as good as gold" market. For the best results in selling Eastern North Carolina, use WRRF. Write today for details.

930 KC - 1000 Watts

WRRF

Washington, N. C.

ABC Network
Tar Heel Broadcasting System, Inc.
Natl. Representatives
Forjoe & Co., New York, Chicago, Los Angeles

55.4%
of all Iowa radio families
"LISTEN MOST" to
WHO
10.7% to Station B!
50,000 Watts Des Moines
FREE & PETERS, Inc.
Representatives

IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

REASON WHY

PEOPLE IN KANSAS AND AD JOINING STATES DEPEND ON FARMING FOR A LIVING. THAT'S WHY WE'VE PROGRAMMED TO THEIR NEEDS FOR 20 YEARS. AND IT'S WHY THEY BUY WIBW-ADVERTISED GOODS.

WIBW The Voice of Kansas in TOPEKA

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Southeastern 5 kw station needs additional transmitter and maintenance engineer. Grand opportunity get real experience on high power equipment and directional. Reply will be kept confidential. Give full details, including salary requirements. Box 762, BROADCASTING.

First class operator—and program director. Operator $45 with broadcast experience, $40 without. Program director $50 start. Send disc. Southern Station. Box 783, BROADCASTING.

Assistant Station Manager. Must be capable, conscientious, hard-working; thoroughly familiar with all phases of programming, production, promotion, and publicity. At least five years experience in competitive metropolitan market necessary, with proven record of building and improving station ratings. An unusual opportunity. In order to qualify for personal interview, please give complete details and include small photo. Confidential. Box 835, BROADCASTING.

Station manager wanted, fully experienced, for a New 1000 watt station in Texas. Good healthy climate. Must have qualifications for business management, programming and sales. Photograph and references required in first letter. Good compensation for "Live Wire". Box 862, BROADCASTING.

Two combination announcer—operators wanted, with first class license for new 1000 watt daytime station in Texas. Send photograph and experiences in first letter. Box 863, BROADCASTING.

Chief engineer wanted for new 1000 watt station. Someone who can go to work at once to supervise erection of station. Permanent employment, good living conditions in Texas. Box 864, BROADCASTING.

$50.00 per week for two experienced combination announcer-operators with first class ticket. Opportunity in progressive MBS station. Write or wire WLAT, Conway, S. C.

Two transmitter operators with first class tickets wanted at once. KHMO, Hannibal, Missouri. Address full particulars to Ben Parrish, Chief Engineer.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Wanted—two first class radiotelephone operators for transmitter operation. 250 watt network station. Give complete information in first letter. Apply J. V. Sanderson, Radio Station WHBS, c/o Huntsville Times, Huntsville, Ala.

Announcer wanted—Straight commercial and special events. Write KLPM, Minot, N. Dak.

Have permanent position for woman who can qualify as Woman's Program Director. Radio voice and experience mandatory. Must write good copy, enjoy meeting public. Excellent opportunity for right person. Send qualifications and picture to Post Office Box 2911, Tucson, Arizona.

Wanted — Operator - Announcer. Forty dollars for forty hour week to start. Fare refunded at end of one years service. Send photo, audition discs with first letter KTOH, Lihue, Hawaii.

Wanted—Announcer with first class radio telephone license. For person who can meet our high announcerial standards here is an exceptional opportunity to gain unusual showmanship experience in smart local production and network programming. If you think you can qualify and want to be associated with one of America's most alert stations reply in detail to Robert W. Dumm, Prog. Dir., KXOA, Sacramento, Calif.

Help Wanted (Cont'd)

Combination engineers-announcers with first class license for new station. Rush transcription, complete qualifications to Jimmy Trippe, WKUL, Cullman, Alabama.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Wanted, good announcer with first class ticket, 250 watt mutual station. Salary good. Wire Station WLAY, Muscle Shoals, Ala.

Openings—First Class Announcer-Operators (U. S.—overseas), sportscasts; Women announcer-copywriters. RRR (Agency), Box 413, Philadelphia, Penna.

Radio station WJNC, Jacksonville, North Carolina, has immediate openings for first class engineer; also woman for traffic and continuity. Good pay, good working conditions. Send photo, salary desired and full information. First letter to Lester Gould, Manager.

Wanted immediately—Chief engineer for construction and operation, CP's for 1000 watt daytime AM and Class B metropolitan FM. Send complete qualifications and salary requirements to Mike Layman, Box 1957, Huntington, West Va.

Wanted—Woman continuity writer who can handle daily half-hour women's program. Salary depends upon ability and experience. Write station WMON, Montgomery, West Virginia.

Two experienced announcers. One continuity writer and program director. Don't apply unless experienced. 1000 watt daytime station. Call or write Nathan Frank, WHNC, Henderson, N. C.

Wanted—Traffic clerk. Man to work in traffic department. South Atlantic regional station. Tell all first letter. Box 877, BROADCASTING.

Wanted—Announcer for 250w Mutual affiliate in North Carolina. Must have good voice, some experience and be capable of operating control board. Single man preferred. Wire if interested. Box 878, BROADCASTING.

Situations Wanted

Veteran—age 21, single. Anxious to get started in radio after 2½ years Army. Now attending nationally recognized college studying professional radio course. Interested in announcing and acting. Highest character recommendations. Can send recording of abilities. Capable, dependable. Box 696, BROADCASTING.

Ex-Wave officer—Interested in promotion, sales, continuity, preferably west. Experience—traffic and continuity, commercial radio station; Navy, two years, radio and public relations. Write Box 784, BROADCASTING.

Chief engineer—now employed desires change. Prefer Southeast. 16 years experience. Best of references. Box 795, BROADCASTING.

Announcer—Football play by play four years staff and all around ad lib. West Coast. Box 830, BROADCASTING.

Public Relations—Qualified in all media. Was PRO for First Naval District, PR Director City of Boston, four years announcing, editor printing magazine two years, writer ten years, PR past five years. Desire small network, large station or large firm. Box 831, BROADCASTING.

To new stations and estab. ones: Fill that vital position—Director your continuity department—with an expert! Young married man, experienced both writing, production. Box 841, BROADCASTING.

Experienced Program Director—twelve years in 1 kilowatt and 50 kilowatt stations. College degree. Box 844, BROADCASTING.

Situations Wanted (Cont'd)

Personable, capable, with good voice. College graduate, 24, with graduate work in radio. Former musical talent booking agent. Experienced in advertising, publicity, sales promotion and recording. You won't be taking a chance! Programming, sportscasting, newscasting and announcing acceptable. Box 848, BROADCASTING.

Veteran—Experienced, desires position programming or announcing either with new or old station. Can write, sell, operate, announce. Guarantee replies. Box 849, BROADCASTING.

Combination or straight announcer, 1st class license. Excellent announcer. Broad background sports, news, general—programming. Age 28, stable. Box 850, BROADCASTING.

Chief engineer desires position with progressive local or regional station. Veteran with eight years experience in construction, maintenance, design and operation of AM and FM. Highest references. Box 851, BROADCASTING.

Announcer four years experience in good stations. Good record of sponsor satisfaction, local and national. University graduate: Music, dramatics, speech. Good voice, best references. Box 852, BROADCASTING.

Engineer Operator—Experienced desires position with a new station in the southwest or west coast. Willing to make substantial investment. Considerable business experience and can handle accounting. Box 853, BROADCASTING.

Sales Manager: Box 854, BROADCASTING.

Announcer: 29, single, have had 2 years of college. Have had 2 years announcing experience. Have audition record ready. Can be available immediately. Not particular will go anywhere. Permanent position wanted. Box 855, BROADCASTING.

Community Service Director—experienced in planning, contacting, supervising, educational, cultural, and public service programs. College graduate, B.A. degree in radio. Nine years experience in programming and production. Box 856, BROADCASTING.

Announcer—veteran—29, completed professional workshop course in recognized school. Anxious to get established in radio after 4½ years Army. Interested in announcing and continuity. Married, one child. Excellent recommendations. Available two weeks notice. For additional information write Box 857, BROADCASTING.

Announcer—Veteran, 28, completed professional workshop course in recognized school. 4 years experience in AAF, married, 2½ years college. Excellent recommendations and responsibility proof. For more information write Box 858, BROADCASTING.

Engineer—Seventeen years broad experience including FM and radar. Qualified as a chief engineer. Box 859, BROADCASTING.

Transmitter engineer, now employed at 1 kw CBS affiliate will consider chief engineer's or operator's position within 300 miles Pittsburgh. Married, 35, first class phone and telephone, dependable, competent. Box 865, BROADCASTING.

Versatile Announcer, vet under 30. 7 months A.F.R.S. experience, handled newscasts, features, excellent job with commercials. Interests are with station of 5,000 watts or under. Sober, single, ambitious, travel where best opp presents. Can write continuity. Graduate of recognized school. Box 866, BROADCASTING.

More stations—More competition. Our disc show offers timely humor and commentary to fit area. Adlibber with 5 years under belt; writer-announcer supremely qualified with work on NBC-MBS affiliates. Huge audience, mail appeal. Box 868, BROADCASTING.

Announcer-continuity writer. Ex-Marine, young, single. Leading radio school training. Willing to travel anywhere. Reliable, ambitious, conscientious. Will submit audition disc and copy. Frank Stevens, 198 Vernon Avenue, Brooklyn 6, N. Y.

Announcer—Veteran, 25, single. Graduate of leading N. Y. school. Technical background. Disc available. John R. Rezman, 246 Madison Road, Scarsdale, N. Y.

Announcer—Veteran, ex-Army pilot, graduate advanced course New York's leading radio school. Conscientious, will work anywhere. Walter B. Griskenas, 420 Warren Street, Bridgeport 4, Conn.

Situations Wanted (Cont'd)

Announcer — Veteran, 21. Graduate leading New York announcing school. All phases announcing. Conscientious, willing to travel. Single. Disc & Photo available. Peter Pappas, 14 Allen Place, Poughkeepsie, New York.

Announcer—Veteran, 23. Graduate leading New York announcing school. All phases announcing. Conscientious, willing to travel. Disc and photo available. Jack Mayer, 350 E. 4th Street, New York 9, N. Y.

Have you an opening for talented young man eager for start in radio? Ex G. I. just completed yrs. training in nationally recognized school of radio broadcasting. Desires position with station 5000 watts or under. Good in all types announcing, especially sports and newscasting. Also good writer. Will furnish audition disc on request. John Thomas Perona, 4363 So. Greenwood Avenue, Chicago, Ill.

Available—Qualified: Personnel to man your station. Radio's Reliable Resources. Box 413, Philadelphia.

Experienced disc jockey, seven years, background, highest references. Strong on commercials and promotion. Intimate with top bandleaders, singers, seeking long term contract. Minimum salary. Talent fees. Bob Bright, 207 E. 46 Street, Savannah, Georgia.

Specialty announcer—4 years experience, excellent disc jockey, audience participation, man-on-street, dance remotes, etc. Also good on news and staff. Personality, neat appearance, 26, married., ET. Box 870, BROADCASTING.

Auditor and office manager with four years experience with 50 kw clear channel station. Also ten years previous experience in accounting and systems. Age 40, married. Available immediately. Go anywhere. Box 869, BROADCASTING.

LOOKING FOR A *NEW MANAGER*

Here's a man with 12 years continuous radio experience in a metropolitan area to fill the bill. He's sold his own shows, trained salesmen and right now he's announcing 30 sponsored shows each week—earning over $1000 a month from salary and commissions. He's happy where he is, but wants to manage a station and managership opportunities are very limited in his locality. He's served as sales manager and production manager and isn't afraid of hard work. In fact, he thrives on it. He knows sales angles for your sales department and can sell. He can show your announcers how to do a selling job on the air. Besides that, he has a first class license. He has the best references available and will keep your correspondence in the strictest confidence.

BOX 860, BROADCASTING

FOR SALE

250 watt Temco Signal Corps communications transmitter with speech amplifier and complete set of tubes. Redesigned and expertly converted for broadcast service. Ready for use. J. E. Dowd, P. O. Box 360, Charlotte, N. C.

AN INVESTMENT OPPORTUNITY

A newly-organized transcription house desires to contact parties interested in supplying financial support in return for proportionate share of stock. Complete production facilities plus a wide variety of proven commercial shows available. Auditions supplied upon request. Box 845, BROADCASTING.

Situations Wanted (Cont'd)

Manager—Good salesman, promotion minded. Technical background, first class license. Now managing successful independent. Major network experience. Box 871, BROADCASTING.

Announcer—8 years experience. Now with 50 kw station doing emcee work, newscasts and platter shows. Desire 5 kw or above. Base pay $70.00 weekly plus talent. Biographical data and audition disc on request. Box 872, BROADCASTING.

Your opportunity. All-round announcer, nine years experience, his wife a first class copywriter to service accounts, write spots or shows, references prove their worth. Desire a permanent berth where they can become an integral part of the town. Just a living wage for both. Available on a weeks notice. Box 873, BROADCASTING.

National network announcer wants permanent job with regional. Experienced sports, news, production—11 years. $375 minimum. Worth more. Box 874, BROADCASTING.

Chief Engineer—fifteen years experience design, construction, installation and FCC procedure up to 50 kw. Family. Best references. Box 804, BROADCASTING.

Television position desired. 20 years commercial radio experience. All phases technical operation, production and direction of television programs. Lieutenant Commander with demonstrated executive ability. 10 years to-date with major network plus training abroad. Box 876, BROADCASTING.

For Sale

For Sale—A complete FCC approved 250 watt transmitter, two sets tubes, two crystals and limiting amplifier. Recently taken out of service. Make offer. Box 780, BROADCASTING.

Four hundred feet—unused 3/8" coaxial cable complete with sealed terminals and connectors. Packed original carton. Shipped charges collect on receipt first check $125. Station WENC, Whiteville, N. C.

For Sale—One Collins 26C limiting amplifier. Perfect condition. $150.00. Box 834, BROADCASTING.

For sale—One, two or three 280' triangular uniform cross section guyed towers complete with lighting equipment, conduit and wire. Towers manufactured by Tower Sales and Erection Co. Immediate delivery. Make offer. Box 847, BROADCASTING.

250 watt transmitter, complete with one set spare tubes. FCC approved. First check for $800.00 will buy it. Al Bamford. 516 18th, Oakland, Calif.

For sale—One tubular vertical Harrel 165 foot antenna guyed type available about Nov. 1st. Joe Spring, WASK, Lafayette, Indiana.

For sale—2 Presto Transcription Tables, Model 62-A with 2 preamplifiers and power supply, complete $1050. William Henzly, WMBS, Uniontown, Pennsylvania.

Model 6K Presto portable recorder positively in new condition, contact Ted Heithecker, KANS, Wichita, Kansas.

Brand new Weston model 862 4" level indicating meters with "B" scale, illuminated dial. No station or recording studio complete without them. List price $45.75. Your cost $26.50. Only 35 eft, wire now. United Radio Lab., 87-21 Roosevelt Ave., Jackson Hgts., N. Y.

Wanted to Buy

Western Electric 639, 618 and RCA 44BX, 88—A microphones complete with mounting fittings but without internal mechanism. Desire undamaged cases to use as dummies for photographic purposes. Write to Box 495, BROADCASTING.

Wanted to buy—radio station 1,000 watts or less. Replies confidential. Box 815, BROADCASTING.

Wanted—225 to 250 foot self-supporting tower, preferable with lights and insulators. Contact William L. Lipman, Tower Hotel, Milwaukee, Wisconsin.

Miscellaneous

Have $5,000.00 to invest in a new or going radio operation with services. Box 826, BROADCASTING.

Advertising agency would like to hear from radio stations that will accept mail order accounts, percentage basis. Confidential. Box 867, BROADCASTING.

Petrillo

(*Continued from page 13*)

chestra, appearing in the Boulevard Room at the Stevens Hotel, was cancelled by WBBM-CBS when the Chicago Federation ordered McCoy's group out. The Stevens and Palmer House are operated by the Hilton chain, whose New York hotels are affected.

The Blackstone in Chicago, operated by the Kirkeby chain, which has four New York hotels, was hit Thursday. Mr. Petrillo himself sent orders to Mel Cooper's orchestra, playing in the Mayfair Room, and a trio in the Balinese Room, to cease playing Wednesday night. The Petrillo order also banned music for private parties or special events in the hotel.

Charge Contract Breach

The Palmer House management charged that Petrillo had breached his contract by calling the strike after the union's demands for pay increase averaging 25% had been met by Chicago hotels and approved by the Chicago local of AFM.

In Washington the Roosevelt Hotel, operated by Maria Kramer, who also operates the Edison and Roosevelt in New York, was without music, as a result of the Petrillo ban.

Although networks generally were inclined to say nothing, they were watching developments closely. In the past Mr. Petrillo has been known to order musicians to refuse to play for network programs originating in a city unaffected because the music was replacing that of striking musicians.

Should he decide to halt all remote network feeds during the New York strike, radio would be faced with filling network remotes locally or with transcriptions.

Oklahoma

(*Continued from page 16*)

of the men gave news first choice, with comedians second. In 1944 newscasts got 83% of the men's first choices and 83.1% from women.

Dr. Whan learned that Oklahomans generally are satisfied with the type of programs they get. Only two out of ten adults reported any program wanted at a time it could not be heard, "but of more importance," said Dr. Whan, "those who report inability to get a desired program were at odds over the type of program not available, and again were at odds as to the time of day it should be broadcast." No more than 1.8% of all questioned agreed on a program type wanted at any given two-hour period, he said.

The survey "should show better than anything else whether or not radio has been giving the public the types of programs it wants in Oklahoma," said Dr. Whan.

The study revealed that last winter 96% of Oklahoma's families owned radios, while only 52.6% had telephones, that 89.4% reported radios in working condition, as against 92.2% in 1944. Bad batteries and tubes were blamed by the majority for radios out of order.

Charm of Poetry

JIM McMILLEN, *The Old Poetry Master* of WCBM Baltimore, usually is not surprised at the tenor of the fan mail that his readings invoke. However, he was taken back last week when two fan letters from ladies, 76 and 87 years old, respectively, contained proposals of marriage. P. S.—Both claimed to be wealthy.

RWG-AAAA Negotiation On Contracts Is Static

NEGOTIATIONS between the Radio Writers Guild and the American Association of Advertising Agencies, sporadically underway for a year, last week were static.

An attempt to plan a standard form contract for writers is involved. The RWG recently proposed that a contract be drawn up immediately covering only the leasing of one-shot shows. But the AAAA objected to that type of contract and suggested two contracts be drawn, one involving the leasing of a one-time show from a writer and the other buying the radio rights outright for a one-timer's script. The Guild did not approve of the latter.

RWG will meet with its national executive council in Hollywood Sept. 14-15, at which time plans likely will be conceived for the next step.

AFRA May Enter Disc Announcement Dispute

POSSIBILITY that American Federation of Radio Artists may enter objections to the FCC's proposed liberalization of its rule pertaining to transcribed programs [BROADCASTING, Sept. 2] was seen last week.

Ray Jones, national assistant secretary of AFRA, said in New York, that although the AFRA board had not taken an official position on the FCC proposal, some of its executives thought it "too liberal." Mr. Jones has just returned from New York where the AFRA convention was held.

"The public and performers have a right to know if it is a transcribed show or not," he said. It was likely that the AFRA board would consider the question soon.

TWO ADVERTISING men, Col. Robert W. Robb with N. W. Ayer & Son, and Lieut. Col. Stedman Chandler, with Pacific Coast Bureau of Advertising ANPA, San Francisco, are authors of new military book on combat intelligence called "Front Line Intelligence."

STRIKE AT WSAY IS DECLARED LEGAL

NATIONAL LABOR Relations Board has declared that the National Association of Broadcast Engineers and Technicians' strike at WSAY Rochester is legal, and the station has been directed to reinstate the five transmitter and studio operators. The strike began Aug. 12, 1945, and was caused, according to the NLRB's trial examiner, "by the respondent's [Gordon P. Brown, owner and general manager] unfair labor practices and not, as claimed by the respondent, by the employes' desire to compel the respondent to comply with a directive order of the War Labor Board."

Mr. Brown was requested to bargain collectively with NABET; offer employes in question full reinstatement, with back pay to Nov. 10, 1945; post copies of the notice at the studios in Rochester and at the transmitter plant in Brighton, N. Y.; notify the regional director of the Third Region (of NLRB) within 10 days from the date of the order what steps have been taken. Order is dated Aug. 26.

If the station does not wish to comply, the case may be taken to court.

WSAY contended the strike was illegal as it was allegedly designed to compel compliance with a directive order of the War Labor Board. The station also said the employes had violated the strike notice provision of the War Labor Disputes Act. Only one member of the Board concurred.

CBC Tourney Set

FIFTH AUTUMN golf tournament of the Toronto offices of the CBC will be held Sept. 20 at the Elms Golf and Country Club, Weston, Ont. This is an annual event for the entire broadcasting and advertising industry in the Toronto area. Committee in charge includes: E. L. Bushnell, CBC program director-general; E. A. Weir, CBC commercial manager; George Young, CBC station relations supervisor; Dick Claringbull, manager CBL Toronto; Louis Snider, CBC program department, and Wells Ritchie, CBC supervisor of press and information service.

EXCEPTIONAL AIDE to RADIO DIRECTOR

For past six years have been in full charge of executing radio plans, spot time buying, network procedure, contracts, estimates, traffic, transcriptions. Systematic, good at details. Have been with medium-sized agency doing all of the above on large national account. Although young woman, have proven executive ability. Want and can assume responsibility. New York only. Box 875, BROADCASTING.

Pulse Signal

(Continued from page 15)

should cost no more than today's good standard sets, IT&T engineers believe.

Eventually, company officials stated, PTM may open up broadcasting facilities so that time on the air will be available for many program services which appeal to special audiences and which today are not broadcast at all or relegated to the least desirable broadcast hours. The system may be adopted first for broadcast use abroad, in countries where radio has not become so much a part of the average home as it is in the United States, it was said.

Business Purposes

In this country, however, they said that PTM would probably be used first for special business purposes. A wired program service, for example, might offer its subscribers a wider program choice by replacing its present wire connections with a PTM broadcasting system. News services might use PTM instead of wires to supply news and pictures coverage to subscribing papers. So might other services for stock exchanges, banks, etc., in all of these, the users would be provided with special receivers to get the services for which they subscribed, which would not be receivable on sets of non-subscribers.

Use by Community

Another suggested use of PTM was by a community, which might adopt this system for use by its police and fire departments, its schools, and possibly other municipal services.

PTM may also be used for transmitting radio programs, telephone and telegraph messages and other intelligence across the country by radio relay. Transmission of 24 two-way telephone conversations on a single radio-frequency carrier wave was demonstrated by IT&T nearly a year ago, when wartime restrictions on the system were first lifted [BROADCASTING, Oct. 1, 1945].

RALPH SCHULENBURG, released from the Army after four years of service, is manager of the new office. Since his release from the service Mr. Schulenburg has been doing sales work in advertising specialties in St. Louis. He is son of **E. A. W. SCHULENBURG**, vice president and media director of Gardner Adv., that city.

IT'S

A **FACT!**

98,280

Radio Families — in

31 Rich West Texas

Counties Served by

KRBC Abilene

KBST Big Spring

KGKL San Angelo

81.3%

of the 118,630

Families in this area

have radios.

See

John E. Pearson Co.

JACK POWERS DIES OF HEART ATTACK

FUNERAL SERVICES for Jack Powers, 34, co-owner of KUTA Salt Lake City, were conducted Wednesday. He died Aug. 31 of a heart attack while asleep, during a short vacation trip in a canyon resort near Salt Lake City.

Born in Park City, Utah, in 1911, Mr. Powers was one of the four partners who, in 1934, laid the groundwork for KUTA and the Utah Broadcasting & Television Co. He was graduated from the U. of Utah and with three other classmates organized the radio firm. They are Frank Carman, KUTA general manager; David Smith and Grant Wrathall, the latter a Washington consulting engineer.

Mr. Powers had been instrumental in organizing the new Rocky Mountain Network, which includes, besides KUTA, KLIX Twin Falls, KGEM Boise and KEIO Pocatello, all in Idaho. In addition to his radio interests Mr. Powers was a prominent Utah stockman.

Surviving are his wife, Edna O'Connor Powers; a daughter, Sharon Lee; his parents, a brother and two sisters, all of Salt Lake City.

5-Year Contract

BILL HERSON, breakfast-time star on *Timekeeper* of WRC Washington, has been signed to a new five-year contract also providing for performances on prospective NBC FM and television stations in Washington, Carleton D. Smith, general manager of WRC, announced Wednesday. Mr. Herson has received numerous citations for co-operation in war and civic projects. Nancy Osgood, WRC women's activities director, was signed to a four-year contract.

Tillman Signed

JOHN TILLMAN has been signed as announcer of Vick Chemical Co. Prince Matchabelli "Stradavari" program on CBS, starting Oct. 6 in Sun. 2:30-3 p.m. period. Morse International, New York, is agency.

U. S. Seeks Radio Pact With France

Would Use Relays at Algiers For Russian Broadcasts

NEGOTIATIONS looking to an agreement whereby France would permit the U. S. to use Algiers transmitters for relaying State Dept. shortwave broadcasts to Europe are being conducted, the Department announced Thursday.

Announcement followed a story by Robert C. Ruark in Scripps-Howard newspapers that the French Government had ordered the U. S. transmitters out of Algiers before this year ends. State Dept. said in the months following Allied landings in North Africa in November 1942, the U. S. "on the basis of existing military agreements," built three transmitters near Algiers.

"Since the end of the war the Government has continued to relay broadcasts over Algiers to the continent of Europe," said the State Dept. announcement.

When the Office of International Information and Cultural Affairs (OIC) was established under Assistant Secretary William B. Benton, "it became necessary to reexamine the Government's position as regards these radio transmitters whose presence on French soil was no longer justified by military exigencies," said the State Dept. release.

Negotiations Begun

Negotiations were begun with the French Government which "has at all times shown sympathetic understanding of our aims in this matter," said State Dept., but the "French Government pointed out that it was unable to prolong indefinitely a broadcasting arrangement growing out of wartime agreements."

Should the Algiers transmitters be sold to France, the U. S. would seek certain relay times, said the State Dept. It is known that Assistant Secretary Benton had planned to use the Algiers relay for Russian - language broadcasts, should the French Government permit. Until the negotiations are completed, plans to begin the shortwave broadcasts in the Russian language will be held in abeyance, it was learned.

Meanwhile Britain is beaming Russian-language broadcasts to the Soviet Union and Russia is beaming English-language programs to the U. S. France planned to start Russian-language broadcasts in August, but so far Britain is the only Allied nation carrying such programs.

JOE BIGELOW of J. Walter Thompson Co. last week devised the system of alternating writers each week on "The Hour Glass Show," sponsored by Standard Brands on WNBT New York, NBC video station, Thurs. 8-9 p.m. System thus gives an individual writer two weeks in which to write a show instead of the weekly deadline.

Forty Feet

FORTY feet of cold Canadian water failed to stop performance of a Zenith Clipper shortwave portable even though it lay a full day on the bottom of a lake 300 miles north of Winnipeg. Ted Leitzell of Zenith Radio Corp. took the portable with him for a stay in the woods. On day of his return to U. S. it was knocked into the lake. Fish hook drag line failed to retrieve it, so Mr. Leitzell left it there. Several days after his return to work he received a letter from Victor Haft, teacher of Russian in a Dukhobor school and Mr. Leitzell's guide. The letter said the teacher had retrieved the set the following day, dried it in the sun and in the evening switched it on, without changing dial setting. Writer said, "Surprise! We heard WGN, that station in your Chicago, just as clear as ever."

Video Dropout

TOTAL television dropouts for the current year reached 79 when the FCC last week reported the withdrawal of James A. Birdwell's application for a Nashville, Tenn., video station. Mr. Birdwell, in a letter to the Commission, stated that he was forced to withdraw because FCC had denied his application for a Nashville AM outlet. He hoped to alleviate television expense with his standard station. Mr. Birdwell applied for Channel 5 (76-82 mc).

Eugene Bedell

EUGENE D. BEDELL, 58, sales manager of Allied Record Mfg. Co., Hollywood, and a pioneer in Southern California radio, died at his home in that city Sept. 4 following a lingering illness. With Allied for more than 11 years, he previously had been chief auditor of Columbia Recording Co. He is survived by his wife and two daughters.

PETE WATTS, formerly with Southern California stations, has joined KXOA Sacramento, Calif.

Wanted in New York

by a leading station representative:

a keen young salesman to specialize in television time sales. Remarkable opportunity for a man who knows he can sell and wants a career in television. Radio sales experience required. All replies will be considered confidential.

BOX 861, BROADCASTING

At Deadline ...

TWO STANDARD GRANTS ANNOUNCED FRIDAY

(*Earlier grant story, page 80*)

GRANTS for two new AM stations announced by FCC Friday, one to group including KQW San Francisco Manager C. L. McCarthy and KQW Stockholder Sherwood B. Brunton, for Las Vegas, Nev., and one to *High Point* (N. C.) *Enterprise* for High Point.

Las Vegas grant, for 1230 kc, 250 w full-time, went to Las Vegas Broadcasters Inc. Principals: Mr. McCarthy, also minor stockholder in KQW, president (26%); W. R. Steffner, CBS San Francisco office manager, vice president (26%); Mr. Brunton, who with two brothers and Mr. McCarthy owns KQW, secretary-treasurer (24%); E. L. Barker, former NBC sales account executive, now grantee of KLOK, new 5-kw daytime station at San Jose, Calif. (12%); T. H. Canfield, Santa Barbara attorney (12%). KQW and CBS now seeking reversal of FCC denial of sale of station to network for $950,000 [BROADCASTING, Sept. 2].

High Point grant, for 1070 kc with 1 kw, daytime only, came after July 19 amendment of *Enterprise* application to request that frequency instead of 830 kc. *Enterprise*, headed by R. B. Terry, manufacturer and businessman, previously received grant for 830 kc with 1 kw daytime but authorization later was set aside in April because of conflicting application [BROADCASTING, May 6].

KOKO PURCHASE SOUGHT

APPLICATION for sale of 96.5% of capital stock of KOKO La Junta, Col., by Southwest Broadcasting Co. for $25,950 reported by FCC. Leonard E. Wilson, secretary-treasurer and 73.7% owner retains 3.5% interest and will be vice president. O. C. Samuel, president, relinquishes 5.25%, Elizabeth M. Wilson, vice president, 5.25% and Charles T. Miller sells 15.3%. Stanley N. Schultz, associated in ownership of KSFT Trinidad, Col. (CP holder), will own 50% and be general manager. Sale subject to Avco rule. Other principals:

P. P. Mickelson, president Trinidad Junior College, president, 1 2/3%; B. H. Shattuck, attorney, secretary-treasurer, 1 2/3%; E. O. Schoembs, secretary Trinidad Chamber of Commerce, 8 2/3%; B. C. Bulson, hardware and retail furniture business, 2 2/3%; L. R. Sanders, with Martin Jewelry Inc., 1 2/3%; James R. Couey, transfer and storage business, 1 2/3%; A. G. Mason, Mason Candy Co., 2 2/3%; R. P. Jones, with Triangle Chevrolet Co., 1 2/3%; H. W. Hinkel, electrical and music business, 1 2/3%; S. W. Azar, wholesale grocery firm, 8 2/3%; Paul E. Whiteside, president Alaskan Prod. Co., 2 2/3%; D. R. Kennedy, Sinclair Refining Co. commission agent, 1 2/3%; A. V. Berg, rancher, 2 2/3%.

ABS OFFICIALLY BANKRUPT

DEFUNCT Associated Broadcasting System, which had attempted fifth national network, declared officially bankrupt in U. S. District Court, Grand Rapids, Mich. Bankruptcy petition, signed by Leonard A. Versluis, owner of WLAV Grand Rapids and ABS president, listed $300,684 liabilities, $32,548 assets. Of latter amount, $450 for office furniture, $12,359 checking account, $13,000 as accounts receivable from *Children's Bible Hour*, basic ABS program. Major radio creditors include: $19,111 to stations; RCA Communications, San Francisco $1020; UP, $1200. George S. Labour, Grand Rapids, appointed trustee for defunct firm. Claims to be presented to Chester C. Woolrich, referee in bankruptcy.

PINE BLUFF PROPOSED GRANT MADE FINAL

FINAL DECISION granting Radio Engineering Service application for new Pine Bluff, Ark. station using 1400 kc with 250 w full-time and denying conflicting request of Arkansas Democrat Co. for same facilities at Little Rock announced by FCC Friday.

As in proposed decision [BROADCASTING, Aug. 12], grant based on grounds that better distribution of radio service would result since Pine Bluff has only one station while Little Rock has three. Successful grantee owned equally by Kenneth Kesterson and Charles Penix, who plan to give up present operation of radio and refrigerator repair service and supervision of Pine Bluff police and sheriff radio system to devote full time to station.

ABC, NBC PLAN WEDNESDAY PROMOTION

TO EFFECT maximum promotion effort for transcribed Philco *Bing Crosby Show* on ABC Wednesday nights starting Oct. 16, representatives of ABC, agency and sponsors assembling today (Monday) at Santa Barbara's Biltmore Hotel for two-day meeting. NBC, meanwhile, promoting own Wednesday night Hollywood originations, conducted closed-circuit session Friday for some 155 station managers and promotion men, with talks by Thomas H. A. Lewis, Young & Rubicam vice president in charge of radio (*Duffy's Tavern*); Austin Petersen, vice president of Ted Bates Inc. (*Kay Kyser Show*); Wayne Griffin, radio manager of Berg-Allenberg and producer of *Frank Morgan Show;* Walter Tetley of Needham, Louis & Brorby, and "Leroy" of *Great Gildersleeve;* Sidney Strotz, NBC Western Division vice president.

WINX-FM TO START

FIRST commercial FM station on air in Nation's Capital, WINX-FM Washington slated to start operation about middle this week. WINX manager R. C. O'Donnell announced Friday. Under interim grant from FCC, station, affiliated with *Washington Post*, will use WINX-owned experimental FM station W3X0 to duplicate WINX AM programs from around 9 a.m. to midnight, pending start of operation at authorized power of 20 kw. WINX programs to be duplicated in early stages of operation but no extra charge to advertisers contemplated at least until results of survey of set situation can be measured. Meanwhile, Commercial Radio Equipment Co., also FM grantee, has application pending for similar interim operation of its W3XL commercially.

FCC FRIDAY placed in pending files WOR New York application to install new day, night directional antenna. WOR, on 710 kc with 50 kw, which sought to increase height of tower from 365 ft. to 700 ft., denied CAA approval. CAA authorities, reportedly, intimated 500-ft. overall height would be approved. WOR transmitter now in Cataret, N. J., approximately six miles from Newark airport.

MICKEY QUINN left Abraham & Reynolds Adv., N. Y., to become sales and production head, M. Ryan Co., N. Y.

CHAINBREAKS OUT

REPORTS that ABC stations being offered *Bing Crosby Show*, sponsored by Philco Corp., with provision they eliminate 8:44 a.m. chainbreak on ABC's morning *Breakfast Club*, part of which also sponsored by Philco, confirmed at ABC headquarters. Elimination of chainbreak, it was said, would cancel considerable station and station representative revenue.

WORL SALE NOTICE

SIXTY DAYS from Aug. 28 allowed for public to file bids to buy WORL Boston on same terms as proposed sale to Bitner Broadcasting Co. [BROADCASTING, Aug. 19], FCC announced in advertising transaction in *Federal Register* Friday. Harold A. Lafount, general manager of Arde Bulova stations, and Sanford H. and George Cohen selling WORL to Laurence S. Bitner, former William Filene's Sons Inc. vice president, and Dominic J. Perri, general manager American Guaranty Corp., Boston, for $200,000 plus quick assets and receivables not exceeding additional $100,000.

HERBERT W. FRANK, for several years with Hershon-Garfield Inc., Boston, opened own agency offices in Park Square Bldg., Boston.

Closed Circuit

(*Continued from page 4*)

president in charge of news, special events and publicity, may soon light upon Jack Paige, special events and publicity director of Cowles-WOL Washington, with added functions for Mutual, as Slater successor. One of midwest's outstanding radio executives, who sparked nationally recognized Midwest Farmer competitions of past years, Mr. Paige may shortly move to New York to spread wings nationally.

REVOLT brewing among FM independent licensees who feel new broadcasting form not getting proper attention from NAB or old FMBI leadership. Not impossible reaction will set in by NAB convention time, with rump session scheduled at Chicago meeting.

THAT FCC is scrutinizing closely all forms of network affiliation contracts evident last week when Law Dept. called upon United Pacific, new West Coast regional, to alter clauses relating to exclusivity and option-time segments. Van Newkirk, identified with project and formerly with Associated Broadcasting System, evidently had contract conforming to ABS specifications, but FCC barristers saw need to require specific time segments and elimination of word "exclusive" in option time clause.

WITH RICHARD R. DEUPREE, president, Procter & Gamble, Cincinnati, busy in Washington on industrial mobilization in event of future war, reports revived that Neil H. McElroy, P & G vice president in charge of advertising, will move to presidency, Mr. Deupree becoming board chairman [CLOSED CIRCUIT, June 24]. As chairman of Joint Army, Navy Munitions Board, Mr. Deupree working closely with Donald Nelson, former WPB chief, on industrial M-Day plan. Work may require many months, leaving P & G without active operating head.

SCHENLEY REORGANIZES ADVERTISING DEPARTMENTS

HAL M. CHASE, formerly Ralston Purina Co., St. Louis, named to new Schenley Distillers post, director of advertising services. He will serve all Schenley brands and be in charge of radio advertising, along with other media, advertising research, budget control and packaging.

James S. Hauck, formerly of N. W. Ayer & Son, in charge of advertising for specialty brands, including Cresta Blanca wines. K. H. Seidel, formerly assistant advertising director, named national sales promotion and merchandising director. Stanley T. Frame, formerly of Continental Can Co., named director of market research. New Schenley setup designed to delegate specific responsibility and provide flexibility, according to Harold E. MacDonale, vice president in charge of promotion, advertising and research. Head of whiskey brand division not yet named.

RCA ANNOUNCES NEW PYLON ANTENNA

NEW single-element "Pylon" FM antenna, rigid and self-supporting, announced Friday by W. W. Watts, vice president in charge of RCA Engineering Products Dept. Antenna requires no additional means of support or mounting. Simple in construction, has no arms, loops or circular elements. Bottom flange of cylinder, 13 feet in length, merely bolted to supporting structure. Additional cylinders, 13 feet high, and 19 inches diameter, with narrow slot cut from top to bottom, can be added where high gain needed. Radiation suppressed in vertical plane. Stacking four sections said to bring power gain of six. Pylon can be used to cover whole FM band with no tuning or adjustments required either on ground or in air. Feed line is single transmission line running up inside of cylinder along slot.

AAAA NAMES COMMITTEE

AAAA announced appointment of special committee to explore jointly with similar committee from ANA, possibility of improving public understanding of American business system through advertising. Committee members for the AAAA: J. C. Cornelius, BBDO, Minneapolis, chairman; Kenneth W. Akers, Griswold-Eshleman, Cleveland; Don Belding, Foote, Cone & Belding, Los Angeles; James H. S. Ellis, Kudner Agency, N. Y.; Clarence B. Goshorn, Benton & Bowles, N. Y. Ex-officio members: Sigurd S. Larmon, Young & Rubicam, N. Y., chairman of AAAA board of directors, and Frederic R. Gamble, AAAA president.

AD ROLE STRESSED

EFFICIENT distribution requires coordination of advertising, sales promotion and selling, especially in developing new markets, according to report "Distribution Costs in Expanding Markets" published by U. S. Chamber of Commerce. "Advertising must be properly directed—it must reach the market on which the selling organization is prepared to concentrate its efforts," report says. It cautions that advertising must be tailored to promotional and selling activities by creating right atmosphere in advance and developing factual information prospective consumers will want.

ARTHUR F. DERMODY, media director of Kelly-Nason, New York, appointed chairman of sales promotion clinic of advertising and selling course, sponsored by Advertising Club of New York.

NAB AGENDA

TOPICAL outline for second, third and fourth days of NAB Chicago convention Oct. 21-24 tentatively drafted Friday by association headquarters staff (earlier story, page 20).

First day, Monday, taken by morning committee meetings, FM luncheon panel and late afternoon facsimile panel [BROADCASTING, Aug. 5].

Sunday featured by BROADCASTING golf tournament and registration.

Tuesday morning session opens with President Justin Miller's address, followed by programming standards session. Tuesday afternoon devoted to BMB.

Wednesday morning program: Music copyright and small market station meetings. Public relations and business session in afternoon.

Thursday morning devoted to retail advertising, including results of Joske's of Texas department store clinic. Broadcast advertising session in afternoon.

NAB, RMA TO MEET ON RADIO WEEK

FINAL decision on plans for second annual National Radio Week to be made Sept. 19 at meeting of NAB and Radio Manufacturers Assn. joint committee at Waldorf-Astoria Hotel, New York, according to Bond Geddes, RMA executive vice president.

RMA has elaborate program drafted but awaits NAB committee's approval before go-ahead signal is given. Program covers series of events during week of Nov. 10, with intense promotion campaign designed to build up nationwide interest in broadcasting.

Representing RMA at meeting will be John S. Garceau, Farnsworth Television & Radio Corp., chairman of Advertising Committee, along with radio week subcommittee of John F. Gilligan, Philco Corp.; John K. West, RCA; W. B. McGill, Westinghouse Radio Stations Inc.

NAB late last week named Radio Week committee from headquarters staff, consisting of President Justin Miller; Executive Vice President A. D. Willard Jr., and Executive Assistant for Public Relations Edward J. Heffron. They will attend New York meeting.

UOPWA TRYING ABC

UNITED Office and Professional Workers of America (CIO) now attempting organization of ABC white collar workers. Union last week collecting authorization cards preparatory to holding election for union representation. UOPWA also sent letter to ABC executives asking salary raises similar to request made of NBC in which union pointed out that CBS had allowed a 10 percent increase to CBS employes earning under $100 a week.

NATIONAL VIDEO WEEK SET

NATIONAL Television Week will be observed Oct. 7-12 by television industry, Television Broadcasters Assn. announced. First of what may become annual event, National Television Week to be highlighted by TBA Television Conference, Oct. 10-11, at Waldorf-Astoria. Purpose is to tell American public that commercial television is now reality, with receivers in manufacture and distribution and with national television service in offing. Video set manufacturers distributing blue-and-gold posters to dealers announcing week. Posters carry TBA insignia and slogan "Television—It's Here."

People

SAMUEL R. ROSENBAUM, former president of WFIL Philadelphia, decorated as Officer of Order of the Crown of Italy for services to Italian people as commanding officer at Radio Luxembourg. He held rank of colonel. He also has been notified of appointment as Chevalier of French Legion of Honor.

DONALD W. THORNBURGH, CBS Western Division vice president, and EDWIN W. BUCKALEW, station relations head, to attend CBS 9th District affiliates meeting in Seattle Sept. 20.

DON PETTY, NAB general counsel, to address Rotary Club of Charleston, W. Va., Sept. 13 on Freedom of Radio."

JAMES M. KENNEDY, recently WBAL Baltimore, to WITH that city as account executive.

KENNETH D. STEWART, Ruthrauff & Ryan, N. Y., vice president since 1938, elected to board.

ROBERT J. CALVIN, formerly with BBDO New York, now account executive with Benton & Bowles, N. Y.

HARIAN CHAPMAN and WILLIAM J. DiBELLO, after service with armed forces, joined Dickie-Raymond, N. Y., as account executive and copywriter, respectively.

FLEUR FENTON resigned as executive vice president-director, Dorland International-Pettingell & Fenton Inc., N. Y., selling stock to Atherton Pettingell, president.

WALTER CRAIG, vice president and radio director, Benton & Bowles, N. Y., Sept. 13 to marry Mrs. Margaret Guthrie Gray.

DANIEL W. TRACY, Houston, Tex., former Assistant Secretary of Labor, elected president of AFL International Brotherhood of Electrical Workers over Ed Brown, Milwaukee, incumbent. Vote: 80,920 to 77,428.

ELMO C. WILSON, CBS research director, Sept. 13 addresses continuation course in sampling techniques, U. of Minnesota Extension, Minneapolis, on "Who Shall Do the Sampling."

LEITCH C. OF C. RADIO HEAD

ALBERT C. LEITCH, former ABC and CBS commentator, named radio director of U. S. Chamber of Commerce. Chamber conducts ABC program jointly with National Assn. of Mfrs., *Voice of Business*, when produced by C. of C. and *It's Your Business* when produced by NAM. No action by Chamber on proposal to produce transcribed series for local sponsorship [BROADCASTING, July 29]. Chamber's board of directors late this month will consider "American Opportunity" project to be undertaken by task force of media and advertising representatives.

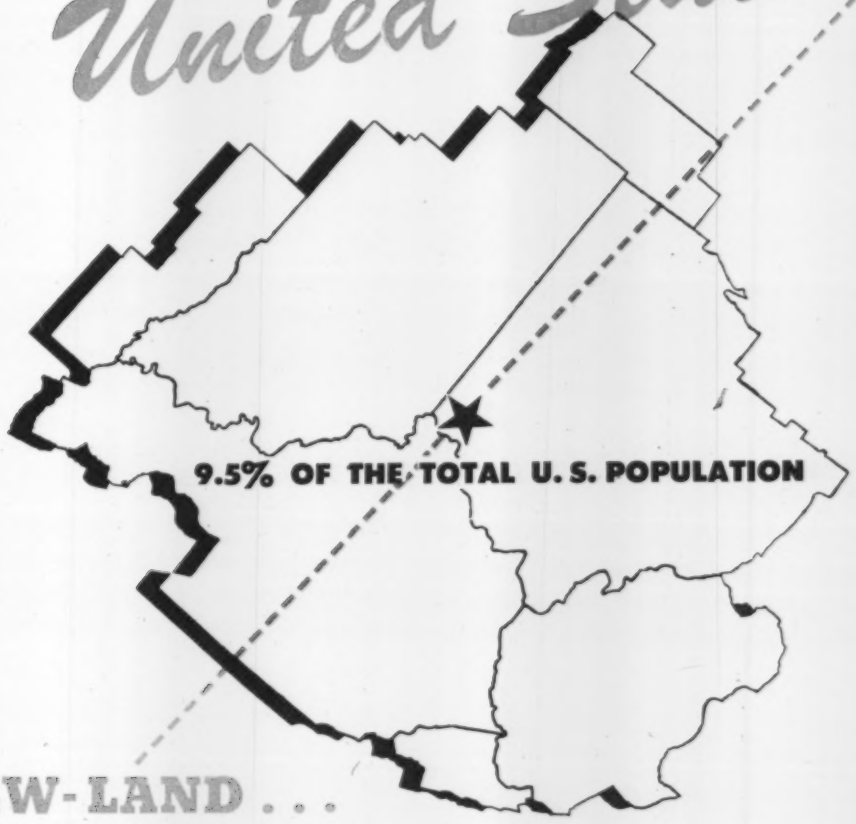
1,329,000 SETS IN JULY

TOTAL radio set production in July amounted to 1,329,000 units, Civilian Production Administration announced Friday. CPA previous week estimated July output at more than 1,300,000 [BROADCASTING, Sept. 2].

DON LEE SUBSCRIBES BMB

DON LEE network subscribed to BMB's forthcoming uniform measurement of network audience, bringing measurement service's network subscription total to nine.

This Much of the United States



IS WLW-LAND . . .

IN WHICH

12½ Million People Live . . . And Spend 3½ Billion Dollars Annually. 6½ Million Live in Large Cities . . . 3½ Million Live in Smaller Cities and Towns . . . 2½ Million Live on Farms.

WLW-LAND BECAUSE

17 of Every 20 Radio Families Listen Regularly to WLW . . . And They Listen a Total of 866 Million Minutes Per Week.*

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

CROSLEY BROADCASTING CORPORATION

*Listening Data From Nielsen Radio Index, Aug.-Sept., 1945